

S U M M E R 1 9 8 7

# Washington

WASHINGTON COLLEGE MAGAZINE



## *Pictures From An Institution*

PAINTING WITH A PAST  
HONORING TONI MORRISON  
BOOK BUSINESS

## A Different Venture

"Didn't we go to different colleges together?" a Washington College alumnus asked me when we met at a lacrosse game against Johns Hopkins.

In a way, he was right. Although we were members of the same class, our paths had seldom crossed. But then as now, the college was small enough so that most students knew each other by name. We had professors, acquaintances in common. And years later, we remembered enough of the same events, places, and people to feel like old friends.

In creating what we hope will be the first of many issues of the *Washington College Magazine*, we're writing for a group of readers who also went to different colleges together. From era to era, the College's architectural and curricular styles have changed. Campus styles of dress and entertainment and extracurricular concerns have varied not only from decade to decade, but also from group to group.

Yet readers of this publication—even those who did not attend any of the Washington Colleges that have existed over the years—share a common belief in the value of a liberal arts education, as experienced by a small and close-knit community. That ideal and that community are what we hope this magazine will reflect.

—MRY



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STAFF

Issue Editor, *Mary Ruth Yoe '73*  
Editor, *Meredith B. Davies*  
Managing Editor, *Marcia Landskroener*  
Contributing Writers, *Sue De Pasquale '87*,  
*Jack Gilden '87*, and *Michael McGimmiss '90*

Design Consultant, *Claude Skelton*  
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*Back cover:* Looking up at the familiar  
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# THE REPORTER

## Celebrating The Black Experience

"What would I have to do to impress myself with a book?" Toni Morrison asked herself when she started to write. "What could I take for granted? What could I abandon because I was not talking to anyone who was not like me—female and black?"

In her novels—*The Bluest Eye*, *Sula*, *Song of Solomon* (winner of the 1977 National Book Critics Award), and *Tar Baby*—Morrison has impressed more than her intended audience, winning wide critical acclaim. And so when she came to campus on March 26 and 27, she came as the guest of honor, the first recipient of the Washington College Literary Award. That award, sponsored by the Sophie Kerr Committee, will be given "on occasion to someone of considerable stature in the contemporary literary world."

Toni Morrison fits the criteria. A former senior editor at Random House (where she worked with such writers as Muhammad Ali, Angela Davis, and Andrew Young), she is Albert Schweitzer Professor of the Humanities at SUNY-Albany. Her fifth novel, *Beloved*, will be published by Knopf this fall.

Morrison read from just-delivered bound galleys of that novel ("It's a comfortable thing to hold," she admitted) in the Norman James Theater, shortly before being presented with the award—which includes a scholarship named in her honor. Her reading—almost hypnotic in its



PHOTO: AUSTIN WALMSLEY

smoky-voiced cadences—was the apex of a two-day celebration that featured speakers and performances celebrating black accomplishments.

It began on March 26 with an afternoon colloquium, "Black Women in America," that attracted an audience of 200 students, faculty, and townspeople. Carole Watson, author of *Prologue: The Novels of Black American Women, 1891-1965*, started the session by asking her audience the question that she as a black woman had asked herself: "What kinds of tales did black women tell before 1965, when black folks fell in love with themselves?" She found "64 novels in 106 years, fully a third of which were self-published or published by vanity presses—how urgently these women wanted to get their work into print." What kept the works from wider popularity, she concluded, "was

Novelist and editor Toni Morrison came to campus to talk about her work—and to accept a prize.

the great sin of Afro-American literature—the element of protest that it couldn't seem to get rid of," and which made white readers uneasy.

Gloria Hull teaches in the English department at the University of Delaware and is the author of many works on black women writers, including *Color, Sex, and Poetry: Three Women Writers of the Harlem Renaissance*. She read from the diary of Alice Dunbar-Nelson, "a teacher, journalist, political and social activist, part of the Afro-American Women's Club movement, a published writer of poetry and short stories." A keen observer of everything from President Harding's feet to the feel of the

Chesapeake Bay, Nelson-Dunbar, said Hull, provides a seldom-heard voice, revealing and highlighting the issues confronting black women of her day and class.

When she was asked to join the colloquium, said Dale Adams '65, a research scientist who is also a trustee of the College, she tried to think of black women scientists. She didn't come up with any names, a fact that reminded her of "the tacit assumption of white male status that goes along with so many occupations." It is not that there are no black scientists of either sex, she said, but rather that "they are invisible in the Edward Meese sense of the word--nobody sees us."

The last speaker was Toni Morrison who, like Adams, spoke about the "here and now" in her own field, contemporary black women writers. "Why now? Why so many? Isn't there a conspiracy somewhere?"

For years, she said, her response to these questions, asked annually by journalists, was that it was a non-issue. Finally, she realized that there appeared to be "something very different and a little alarming about what contemporary black women writers were doing."

Unlike white male writers, white women writers, and even black male writers, Morrison noted, black women writers "don't write about white men. Somehow, they don't. They do not find white male consciousness, presence, or place of sufficient literary interest. That's interesting because what it means is that they have claimed the rest of the world. The territory available becomes wide open."

In her own case, she began "an interior excavation, trying to record faithfully the life of the people who were interesting to me--to tear away the veil. The territory then is not just wider, but also deeper."

That night, a smaller audience gathered in the library's Sophie Kerr Room to hear Houston A. Baker, Jr., a University of Pennsylvania scholar and poet. Baker's talk was the first of three events connected with the next day's dedication of a room in the O'Neill Literary House in honor of Frederick Douglass, the slave who escaped the Eastern Shore of Maryland to become the most prominent black leader and writer of his day.

His magnum opus, the oft-revised *Narrative of the Life of Frederick Douglass*, provided Baker with "the leit motif--or, as they say in jazz, the vamp--or theme for this lecture": the slave who told a passerby, "Hain't got no self." Slavery, said Baker, forced Afro-Americans to maintain their cultural heritage "under their skulls, at the meta rather than the material level." Thus, "autobiography became the predominant genre of Afro-American discourse."

The following morning, Morrison and Baker joined Professor Richard DeProspero of the College's English department for a "Colloquy on Frederick Douglass," another prelude to the afternoon ceremony, where George Dean, a former civil rights lawyer and a Chestertown resident, introduced the Rev. Benjamin Hooks, executive director of the NAACP.

"I remember one of the portraits of Douglass that is now hanging on the walls of this room," Hooks began, "from my boyhood, in my schoolhouse in Memphis, Tennessee." Teachers in his segregated school were always pointing out Douglass' accomplishments: "The slave, fugitive slave, and free man became a role model, trying to show America that there was merit in giving black people freedom."

Much of what Douglass wrote is universal, Hooks said: "Slaves cannot vote themselves free, but free men can vote themselves slaves." "Show me what people will take, and I'll show you what folks will put on you."

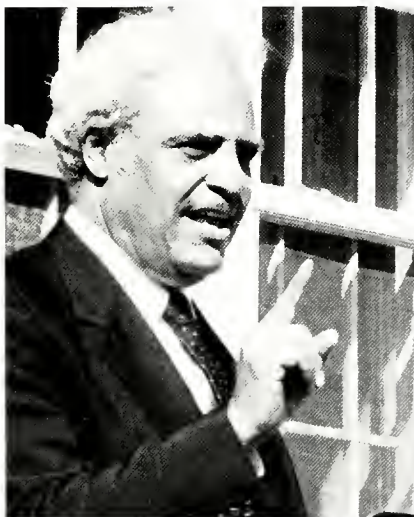


PHOTO: AUSTIN WALMSLEY

*The Rev. Benjamin Hooks paid tribute to Frederick Douglass.*

"Power yields only to superior power." Baker had called Douglass' *Narrative* a "book that was meant to be preached," and that same spirit informed Hooks' address, which ended with words from an old hymn turned civil-rights anthem exhorting followers "to win the prize."

Tours of the Literary House and its press followed, and then came Toni Morrison's reading. "This has been a great day for the College," observed President Douglass Cater, "and it's not over yet." But the day had to end, and it did--with a concert of jazz, gospel, classical, and popular music by vocalist and saxophonist Marlon Saunders. The Kent County native is a student at Boston's Berklee College of Music. The evening's final song was a hymn sung to the tune of "London-derry Air": "He Looked Beyond My Fault."

## Campaign Scorecard

A little over two years ago, at the Washington's Birthday Convocation, the College announced the start of its Campaign for Excellence. The goal: raise \$26.4 million. The time-frame: five years.

"Even before we've reached the campaign's midpoint in terms of time," says David Wheelan '81, vice president for development and college relations, "we've raised 80 percent of the original goal." That success augurs some further sight-setting as the College adjusts its goals. In the meantime, here's a rundown on the Campaign to date:

**Facilities.** Goals for the Casey Academic Center and the renovation of Bunting Hall have been reached, while money is still needed for the Science Center and the Arts Center.

**Computing.** Approximately 80 percent of the funds earmarked for computer literacy and PRIME upgrading are in hand.

**Endowment.** Endowment funds for scholarships have more than doubled the original goal. Stated needs for endowed professorial chairs, in the sciences and social sciences, have also been met. The College continues to seek funds for more scholarships, library services, faculty development, and curriculum innovations.



*Campus Enhancement.* The funds needed for the renovation of Cullin Dormitories and the addition of a Fitness Center in Cain Athletic Center gym have been realized, although other projects, including campus landscaping, facility upkeep, heating plant renovations, and construction of an all-weather field house, still need funding.

*Annual Giving.* For the past three years, the Annual Fund—gifts from alumni, parents, and other friends of the College—has exceeded its goals.

## Admissions: Interest And Applications Keep Going Up

For the last two years," says Kevin Coveney, the College's director of admissions, "we've had a record number of applications—and this year is no exception." By April 1, the number of applicants for the Class of 1991 had reached 1,052—up 11 percent from last year.

Of those applicants, approximately two-thirds were sent letters of acceptance (making the College what guidebooks term a "selective" or "competitive" institution), and of those students, approximately one-third will enroll, for a freshman class of about 220 students.

How has the College managed to buck the well-publicized demographic drop in the number of 18-year-olds making up the national applicant pool? Coveney believes both the size and reputation of the College have something to do with it: "Schools that seem to have been hurt the most are, for the most part, community colleges and larger, less distinguished institutions." And, he adds, the worst is yet to come: "In two years, the demographic decline, which so far has been gradual, becomes a really precipitous drop."

To ward off the effects of that drop, the admissions staff has initiated several programs. One is a system of what Coveney calls "road warriors." Each year, the College hires three recent graduates for the fall semester. They spend all their time on the road, "going into the high

schools, being enthusiastic, and talking up the College." Their presence augments the efforts of the five permanent recruiters and brings word of the College to many more schools and students.

The office also occasionally plays host to groups of high school guidance counselors, and Admissions holds a biennial reception in Baltimore for independent-school counselors.

"One thing we desperately need to do," says Coveney, "is to put together a good volunteer program. The College has a lot of able and interesting alumni who could help us in identifying prospects and talking with applicants." Work in that direction is beginning, through both the Parents Council and the Visiting Committee, and Coveney is convinced of its importance.

Another program he'd like to get underway is using students to contact applicants from their old high schools and neighborhoods. "The prime time for that kind of work," he notes, "is in the fall—unfortunately, that's when everyone on the staff is out traveling, so there's been no time to manage such a volunteer program."

What schools is Washington College up against? "Most kids," responds Coveney, "stay within a 200-mile radius of their homes." That means that the schools the College competes with most often are Loyola of Baltimore, Western Maryland College, Franklin and Marshall College, Gettysburg College, Randolph-Macon College, and Washington & Lee—and, among public institutions, St. Mary's College in Maryland and the University of Delaware.

"If it moves, recruit it" is a joke slogan among college counselors, but Kevin Coveney emphasizes that a successful admissions program means attracting students who are a good match with the College, not simply warm bodies to fill dormitory and classroom space. By this criterion, he says, Washington College has done well in the past few years. In 1985-86, the attrition rate was 16 percent, down from 23.4 percent in 1982-83.

"The real challenge," says Coveney, "is to try to bring in students who are as good as the faculty. Our professors are people who really know their students, and they continue to make Washington College special."

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### PRESENT TENSE

There are more butterflies this summer  
I see them everywhere  
Orange and yellow, segmented like stained glass  
I mourning Cloak with blue spots edging the wings  
balances its slash legs on purple Joe Pye weed.

I notice this morning  
the face looking back at me from the mirror  
is not the face I assumed I'd be seeing  
I think suddenly of my mother.

Dark, Golden, Innocent, Industrial,  
the eyes are ponderous on library shelves.  
Mother read Katherine Mansfield and liked to entertain.

My days are marked in squares  
on the calendar I am given each birthday.  
I stack old ones in the attic,  
reading of parties I have no memory of attending

Light and unpredictable as the butterfly,  
chronicled or unchronicled,  
remembered or forgotten,  
it is always the balanced moment

Mary Wood

PRINTED AT THE LITERARY HOUSE PRESS IN HONOR OF  
MARY WOOD. AND ON THE OCCASION OF THE DEDICATION  
OF THE READER'S ROOM IS APRIL 1987  
WASHINGTON COLLEGE CHESTER TOWN, MARYLAND

Hot off the press—Mary Wood's  
poem in handset type.

## The Journey To Journeyman Status

They began in September as Printers' Devils, but by late March Michele Balze '89, Jennifer Eisberg '90, and Mary Riner '90 had achieved Journeyman status, earning keys to the College's letterpress.

During the fall semester, the three women spent Tuesday and Thursday evenings learning the history and the mechanics of letterpress printing under the tutelage of master printer Michael Kaylor. At the start of spring semester, they had a new status—they were apprentices—and a new task: to complete a printing project. Balze and Eisberg chose to create a memento of author Toni Morrison's visit to campus, typesetting excerpts from both her work and that of Frederick Douglass (see page 2). Riner helped prepare a chapbook, *Exile*, for publication.

Their progress from printers' devil to apprentice to journeyman (seven other students are also working to attain that status) mirrored the system in use since the days of printers' guilds. And, like their predecessors, the students reaped a material reward from attaining professional status: the College's journeymen are paid modest wages for helping with press projects and the training of other students.

## Tuition And Financial Aid Increase

At its February meeting, the Board of Visitors and Governors approved a \$1,050 increase in tuition fees and a \$380 increase in room and board charges, bringing total fees for the 1987-88 academic year to \$12,250—a 13 percent increase.

"In determining the tuition increases," explains College President Douglass Cater, "we attempted to keep the ratio between revenues and expenditures constant. One major reason for the hike is the need to bring our faculty salaries closer to the national average."

Even with the increase, Cater points out, WC remains competitive with private colleges across the nation: "In a cost comparison of 88 independent colleges nationwide, we're still ranked sixth from the bottom in our student charges."

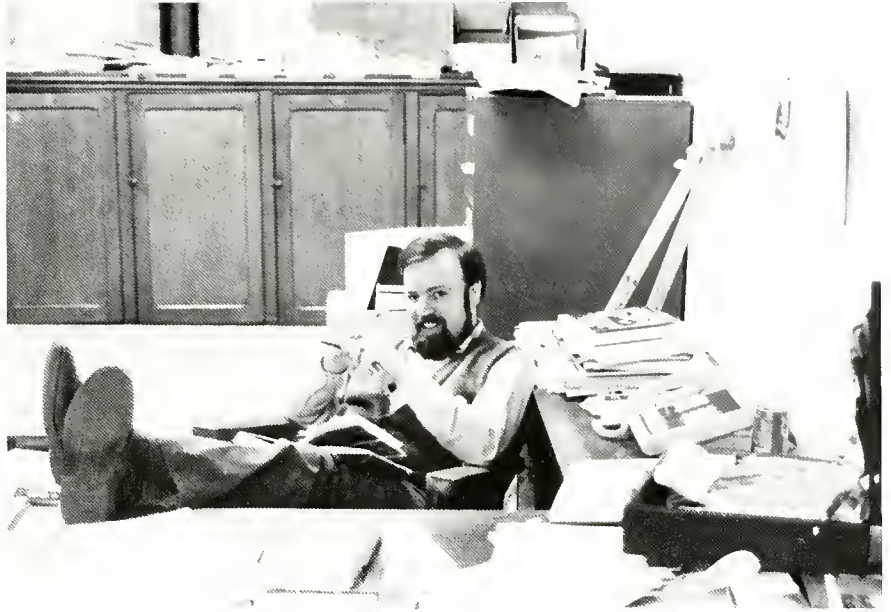
"The good news," Cater emphasizes, "is that we were able to increase our pool of financial aid." Last December, WC launched a campaign for additional financial aid funding, raising \$2.1 million. The 1987-88 aid budget is expected to top \$2 million. In addition, students not eligible for financial aid have been offered a low-interest tuition plan which can extend payment over as many as eight years.

## The Play's The Thing To A Dramaturg

Drama professor Richard Davis spends his afternoons teaching in the Gibson Fine Arts Center and his nights at Baltimore's Center Stage, where he is that theater's Resident Dramaturg.

The textbook definition of a dramaturg, says the assistant professor of drama, is an "inhouse critic/scholar who unites the critical and practical aspects of the theater." In less esoteric terms, Rick Davis' position requires his collaboration on nearly every aspect of a play's production.

His work begins with the selection of the half-dozen plays that



Center Stage produces each season: each week he receives eight to ten new works from playwrights all over the U.S. He spends hours culling through the scripts with the theater's artistic director, Stanley Wojewodski. "We're constantly reading plays like mad, making lists, then throwing them out—asking, 'Who will play this part?' and 'How could this be staged?'"

Once the plays have been selected, hands-on collaboration with director and cast begins. When, for example, work began on *Uncle Vanya* last fall, Davis' first task—together with the play's director—was to find a suitable translation of the Russian play.

Deciding on a British version translated by one of the "most eminent Chekhovians in the world," they realized that certain phrases had to be adapted, Americanizing the diction and ultimately achieving a script that Davis calls "a little more Chekhovian in terms of rhythm."

Once the script was ready, Davis attended rehearsals, collaborating with the director and "serving as a witness to the process—to keep the project on track." The ideal director-dramaturg relationship, he explains, allows two minds with the same information to view the production from individual perspectives.

His job doesn't end there; he regularly offers lectures before matinees and after evening performances. He talks with local critics and writers, makes sure the theater's press

Rick Davis takes five in his Center Stage office.

releases are artistically accurate, choreographs, composes and designs graphics. "I enjoy the jack-of-all-trades aspect," he comments.

Active in every phase of theatrical production as a teenager, he wanted to be a director until, as a student at Lawrence University, he was introduced to the literary and critical elements of drama: "Then I began looking for something that would put everything together."

He found the ideal answer in dramaturgy. Conceived in Germany during the 1760s, it did not come on the American scene until the 1970s, so Davis found himself at the forefront of the study.

In 1983, he emerged from Yale's three-year program in dramaturgy with what he calls the all-important "attitude of collaborative humility."

Not surprisingly, Rick Davis' two theatrical spheres interconnect. To integrate classroom learning with practical experience, for example, he took his lighting class to observe the "country's top lighting directors" at work. He hopes to establish internships at Center Stage for College drama students. After a year of his professional balancing act, Davis concludes, "Not only is it possible to do both, I think they reinforce each other—I'm continually finding material at Center Stage to bring into class."

— Sue De Pasquale '87



## A Matter Of Chemistry: John Musachio '87 And The ACS Meeting

Senior chemistry major John Musachio traveled to Denver in the early spring to attend the American Chemical Society's semiannual national meeting—and to give a poster presentation about his own research into the mechanisms of a chemical reaction known as the Beckmann rearrangement.

"It's an important rearrangement in the synthetic organic chemistry world," Musachio explains, "because it's a step in making nylon 6 [an important compound for Du Pont]. But there's a lot of controversy in the literature about the pathway by which the reaction proceeds." He was able to give what he calls "pretty conclusive evidence—you can't really *prove* a mechanism—about the pathway followed in the case of one compound."

Musachio, who hopes to do graduate work in radiopharmaceuticals (developing organic molecules that surround the radioisotopes used in diagnostic medical imaging), says that his interest in the Beckmann rearrangement was sparked by Chemistry Professor Frank Creegan, who also does research on the reaction.

About 100 students took part in poster sessions at the Denver meeting, through a program sponsored by the ACS student affiliate organization.

## Changing The Bay

The Chesapeake Bay, one of Maryland's greatest resources, is also a dumping ground for industrial toxins, sewage waste, agricultural runoff, and sedimentation. Yet so many efforts are being made by conservationists and the Bay seems so resilient, that surely it can continue to produce bountiful harvests.

Washington College made an effort to understand this paradox in a six-week long series, "The Chesapeake Bay: The Land and the Water." Dr. John F. Heinbokel, who holds the Joseph H. McLain Chair in Natural Sciences, organized the series on land-use practice and management.



*The New York Theatre Ballet, one of the best small troupes in the country performed at the College in March.*

"The question is not whether the Bay is dying," said Heinbokel introducing the series, "but whether we are changing the Bay in such a manner that traditional and valuable resources are being lost. Specifically, can the Bay continue to support those dependent upon it?"

J. R. Holt, director of the Chesapeake Bay Maritime Museum in St. Michaels, believes the Bay is losing its oysters, and will not be able to replenish its beds unless private management intervenes. "This year's oyster harvest is at an all-time low," Holt said at one session, and still "the watermen are combing over every bloody oyster in the Choptank." With oystermen reporting a mortality rate as high as 85 percent among oysters they do find, Holt blames the watermen for overfishing.

"The watermen have done little to replenish that which they have abundantly reaped for years," said Holt. "I can't see how they can maintain production of the Bay unless there is some control."

The watermen *would* like to control the industrial pollutants and sewage treatment waste dumped into the Bay. Maryland Watermen's Association President Larry Simms called pollution the No. 1 threat to the fishing industry, as well as to the hunting industry on which so many Eastern

Shore families depend. Excessive nutrification (too much oxygen) makes oysters susceptible to the mysterious parasitic disease MSX, and has contributed to the decline of sea grasses which nourish and protect other sea life and waterfowl.

Another session offered some encouraging words about one of the worst problems—sedimentation and nutrification from agricultural runoff. Kent County farmers, at least, have improved agricultural land management, reported Ralph Timmons of the Soil Conservation Service in Chestertown. He has helped farmers install conservation methods such as grass waterways and ponds and implement strip-cropping and no-till farming, virtually halting severe sediment loss that had ranged from 16 to 20 tons per acre per year.

"No-till farming will result in a 75-90 percent reduction in soil erosion," Timmons said. "These measures have had a dramatic impact on Kent County," he pointed out. "Used to be when it rained, Urieville Lake would be so thick with sediment it looked like fudge. That doesn't happen anymore."



## The Return Of Minta Martin, The Renovation Of Reid

Campus dormitories will all be on-line next fall, with completion of Minta Martin Hall's makeover this spring and the first phase of Reid Hall renovations to be completed over the summer.

This is good news for all concerned, says Vice President for Finance Gene A. Hessey. "We really couldn't have any dormitories out of commission next year," Hessey says, "with the enrollment figures we're expecting." In fact, Minta Martin Hall will be in use well before September as dormitory space for conferences held on campus during the summer.

When work was finished in late April, Minta Martin—which is home for the College's three sororities—had been completely overhauled. Its mechanical and electrical systems were replaced (new wiring lets residents plug computers into the campus system). The building also received new ceilings and floors, new doors and hardware, a new coat of paint, and carpeted hallways. With the addition of lounge areas on each floor, the renovated dorm will have room for 135 students—down slightly from its old configuration.

During the year-long renovation, 144 students were housed off-campus in downtown apartments and a local bed-and-breakfast inn. The sudden influx of large numbers of students upset some Chestertown residents but, over the course of the year, says Hessey, the College received "only a few" complaints from the students' new neighbors.

Student reaction to the move was also mixed, but in general they adjusted well to the shift. All in all, says Dean of Students Maureen Kelley McIntire, the College encountered "very few problems" with off-campus students. "There were," she admits, "some additional expenses that we didn't anticipate, such as shower curtains and drapes for the apartments." Also, she notes, "the shuttle service [running from downtown to campus and back five times a day] was expensive to operate."

Renovation of Reid Hall will not be as extensive as Minta Martin's, Hessey says, and should be finished in two phases over two summers. In addition to interior renovations, Reid is slated for roof repair and exterior painting. Reid's repair will mark the end of a four-year, \$3-million, three-dormitory renovation project.

## Who's In The Graduate Program?

**T**he common wisdom about Washington College's graduate program," says J. David Newell, "is that it's a program serving mainly schoolteachers meeting their recertification requirements in Chestertown." Newell, a member of the College's Philosophy department, has doubled as director of the graduate program for the past 12 years. During those years, he's seen its student profile change.

At the end of the fall semester, the graduate program polled approximately 1,500 people—450 of whom are carried on the program's rolls (about 95 students take courses each term)—to see if there would be any interest if the College were to offer a master's degree in the Humanities program. Sixty percent of the respondents said they would take courses in such a program.

That information will, of course, be useful when the Graduate Council begins its discussions of the proposed major, but Newell finds the peripheral information gathered by the survey fascinating in its own right: "We have students who are engineers, nurses, historians, writers, publishers, retired persons, paralegals, real-estate brokers."

And they don't come only from Chestertown. "Fifty percent of our students drive an hour to get here," Newell says. "We draw from Newark, Dover, and Wilmington, Delaware, and even from across the Bay on the Western Shore. Those people come because they like the small classes, the liberal arts setting, the fact that the classes meet one night a week during the fall and spring semesters—and the fact that we're a pretty good bargain."

## The Venerable Bod: A Visit From Its Librarian

**I**t took the "Bod" (as Oxford University undergraduates call the venerable Bodleian Library) some years to realize the error of its ways in disposing of out-of-date editions of "contemporary" authors such as William Shakespeare. At that point, it decided to keep all the new books that came its way.

That's quite a few volumes, as David G. Vaisey told his Washington College audience this March. Vaisey—whose official title as head of the library is Bodley's Librarian—came to campus to deliver three lectures, each giving glimpses of the library's vast collection.

The Bodleian has been the principal reference library of Oxford since 1602. The Bodleian's collection now numbers five million volumes. And because it is one of six copyright libraries in England, it receives a copy of every book and periodical published in Great Britain—expanding its shelf space 1.75 miles a year.

That vast collection began with what was, in its time, a vast collection: 400 parchment books donated by King Henry V's brother to the University. Each book, Vaisey pointed out, "cost 100 sheep their lives. That was quite an investment, and the University thought the least it could do was build a room to house them."



David G. Vaisey is an historian turned Bodley's Librarian.

## Did Popeye's Older Brother Like Spinach?

**M**y advice to parents," says Marcia Levin Pelchat, an assistant professor of psychology, an expert on food preferences in children, and the mother of a two-year-old, "is not to try too hard to get children to eat a certain food."

"Bribes and punishment don't work," Pelchat continues. "If a child eats spinach in order to get ice cream, he thinks that spinach must be bad. And when he detects the parents' overconcern, he then has a powerful tool for manipulating them." Besides, finicky eating behavior in kids aged 2 to 6, she says, often correlates to other behavior difficulties and is part of a developmental stage in which they attempt to take control of their own lives: "It's part of being a resistant, difficult child."

Pelchat was the first to look at sibling influence of food selection. The family resemblance factor, already established, indicates that children imitate their parents' eating habits. If Daddy likes Chinese cooking, for example, then Junior will probably like it, too, not only because he is exposed to it often, but because he values Daddy's opinion. Which means that if a parent wants to be certain a child eats a particular food, he or she had better eat it, too--and appear to enjoy it.

Great as the parents' influence is, even greater is the siblings', Pelchat's studies show. Peer pressure in general is important: all a parent's coaxing can be wiped out by a playmate's culinary appraisal at lunch: "You're not going to eat *those*, are you? Yuck!!"

Pelchat's studies of children's food preferences are interwoven with her laboratory studies of taste preferences in rat pups. Her most recently published experiments ("Sapid Savvy in Sucklings," *Developmental Psychobiology*, 1987) monitored the reactions of baby rats given bitter quinine. In one experiment, the sucklings were given solution with increasing concentrations of quinine. As the quinine went up, the pups' acceptance of the solution went down.

Another experiment tried to be more like real life. The mother rats

were anesthetized, deadening their milk flow. The pups were allowed to "nurse," but really received quinine solutions through a tube while sucking at their mother's teat. The pups weren't happy: they spent about two-thirds of their nursing time detached from the nipple. Still, they were more accepting of the quinine-in-milk mixture than of the quinine-in-water. Pelchat theorizes that the milk may more effectively mask the quinine's bitter taste. Besides, milk is more familiar to them.

Pelchat is particularly interested in how the pups express their dissatisfaction with the bitter taste: just like babies, they try to spit it out and rub their chins. They also express dissatisfaction while attached to the nipple: sucking less of that time or sucking less intensely. "They know Mom is the only game in town," she says, "even if it tastes bad."

Pelchat's studies have influenced her students: Sharon Himmanen '87's senior thesis uses sugar solutions to study rats' learned food preferences, and Waverly Wickes '86 worked with local children in daycare centers and elementary schools and found older children more willing to try new foods--research that Pelchat will use this summer as a springboard to a study that will try to determine at what age children are most likely to reject novel foods.



Marcia Pelchat's research of children's eating habits starts in the lab.

And Pelchat and her students, with the help of Dining Services Director David Knowles '72, have used the College dining hall as a lab of sorts, testing student's neophobia (fear of new foods), as well as the impact of nutritional information on food selection.

Why do we like things that are sweet and not things that are bitter? Pelchat says the reason may possibly be genetic, inherited from our scavenger ancestors. Poisonous plants were bitter tasting; sweet plants--berries and fruits--were nutritious.

## Wall \$treet Semester

**B**eth Munder '88 and two of her friends made a total of \$10,980.75 playing the stock market last fall. In terms of cool cash, that was \$50 each.

Munder and her teammates, Amy Malkus '88 and Mark Malkus '89, were playing "The Stock Market Game." Administered by the Securities Industry Foundation for Economic Education, the 10-week competition is meant to be a realistic simulation of the investment market.

Students invest an initial theoretical \$100,000, trying to make as much money as possible before time runs out. Last year, 200,000 students in 28 states took part in the game--which has competitions at the local, regional, and national levels.

Not only did Munder *et al.* beat out 25 teams in the College competition, they also placed second at the regional level--in a field of about 50. The College's second-place team, sophomores Charlotte Post, Ziad Abujaber, and Frank Davis, placed third.

Michael Malone, chairman of the Business Management department, is faculty adviser for the game--advertising the game, collecting the \$10 team fee, raising money for the cash prizes, and sending in the initial weekly reports to the regional office. He says participants come not only from the ranks of business management and economics majors, but also from such fields as physics, political science, sociology, and English.

Playing the game isn't quite like playing the market: participants can't buy and sell on the same day, and



they must buy and sell only at end-of-day prices. Also, the 10-week time limit seems to favor investments with large short-term returns rather than more stable long-term securities.

Munder took the time factor into consideration when devising her team's strategy, which was "to find a stock that is at a momentary low compared to what it usually sells at in hopes that it will move back up to its normal position or even ahead." Her team's successes last fall included Citicorp, Coca-Cola, Toys R Us, and Mobil. If she had it to do over again, would she have altered her strategy in any way? I would not have done anything differently," she responds, "other than buying real stock."

## Shoremen Netters Battle To The Top

Lacrosse isn't the only big game in town anymore. Men's tennis at Washington College has climbed to the top of the national heap in two short years, and this season has remained in the national spotlight among the top Division III teams. At mid-season the team was ranked fifth.

To open the season, Coach Fred Wyman took his team to the Windy City, where they blew through their three Chicago matches. With their pre-season ranking (7th) on the line, the Shoremen registered a 7-2 win over 12th-ranked Wheaton College, capturing five of six singles matches to secure the win before the doubles competition even began. Alejandro Hernandez, Washington's top seeded singles player, gave a good fight before dropping his match to the nation's third-ranked player, John Burnham. The Shoremen then took an 8-1 victory over Division I DePaul University and mopped up by shutting out University of Illinois-Chicago, 9-0. The Shoremen dominated that match from start to finish, says Wyman, never dropping a set.

The team fared almost as well during their March trip south. After losing to Division I Davidson College in North Carolina, 2-7, the Shoremen shut out Wofford College of South Carolina, and then stormed fifth-ranked Emory University in Georgia for the second consecutive year, 7-2.

The lowly Shoremen had surprised then-seventh ranked Emory



last year by taking four of six singles matches and sweeping the doubles play, handing them a 7-2 loss. This year Emory lay in ambush, but was overpowered by Hernandez, freshman Larry Gewer, transfer Rich Phoebus, and veterans David Marshall and Claudio Gonzalez. Coach Wyman says that it was Phoebus' "gutsy come-from-behind win" over Kent Thomas at number five that clinched the Washington win that day. Phoebus lost the first set 0-6, but then rebounded with a 6-1 win in the second set and won a pair of three-all points in the third set (6-4) to take the match.

Since dropping their Davidson match, the netters have lost only three times more (as of presstime)--to Division I teams Navy and Rutgers U. and to Division II Millersville U.,



*Alejandro Hernandez is ranked 13th in the nation in singles play.*

*Wall-to-wall Walberts: Five siblings, Pixie, Beth, Holly, Andy and Tim, all attend WC. Mom, Peggy Walbert, works in the development office.*

for a 24-4 record. They have won all their matches against nationally-ranked teams on the schedule, including a 9-0 walloping of MIT, an 8-1 victory over sixth-ranked Swarthmore, and an 8-1 win over 11th-ranked Rochester.

Four WC players were among the top 20 in the South Atlantic regional ranking released in early April, and two of Washington's doubles teams were ranked: at number 2 and number 7. In the ITCA Division III poll, Hernandez was ranked 13th and Gewer placed at 32. As a doubles pair, Hernandez and Gewer were ranked 11th.

Shoremen participation in the NCAA Tournament, at Salisbury State College this year, seems eminent, if not for the entire team, than at least for some individual players.

Even more important than a berth at the national tournament, says Wyman, is the respect the team has earned, and the recruits who have been attracted to the College. Next year, Wyman expects to fill out his ranks with some top-notch players from Texas, Oklahoma, Canada, and, once more, South Africa. And the women's tennis program is drawing on the strength of the men's program for some aggressive recruiting of its own.

"The great thing about tennis players," quips Wyman, "is their friends."

# Pictures From An Institution

Photography by J. Tyler Campbell '76  
Words by Mary Ruth Yoe '73

Camera and notebook in hand, the *Magazine* went back to campus, to chart the course of a course-filled day. Counting labs, conferences, additional meetings, Freshman Common and Sophomore Writing seminars, problems sessions, rehearsals, internships, and practicums—to say nothing of garden-variety classes—the College's Spring 1987 mimeographed class schedule includes 276 listings, 132 of which meet on Wednesdays. On the last Wednesday in March, the magazine eavesdropped on a small portion of the campus day:

At half-past seven on Central Campus, the birds and the maintenance crew have the soft green expanse of lawn to themselves. A mile away on the Chester River, crew members are guiding their shells shoreward through gray-dappled water. Docking, a crew climbs out of its low-lying shell. They stretch, watch the strokes of another boat, seem in no hurry, then—with a sudden, shared movement lift the fragile craft out of the river and onto their shoulders for the walk to the boathouse.

Back on campus, the pace picks up. The brick pathways to William (a.k.a. "Bill") Smith and Dunning halls begin to blossom with students—optimistically dressed for spring in shorts, brightly flowered dresses and blouses, and bluejeans and dock-siders. A navyblazer professor bids his bicyclist son goodbye and heads for a quick cup of coffee in the faculty lounge.

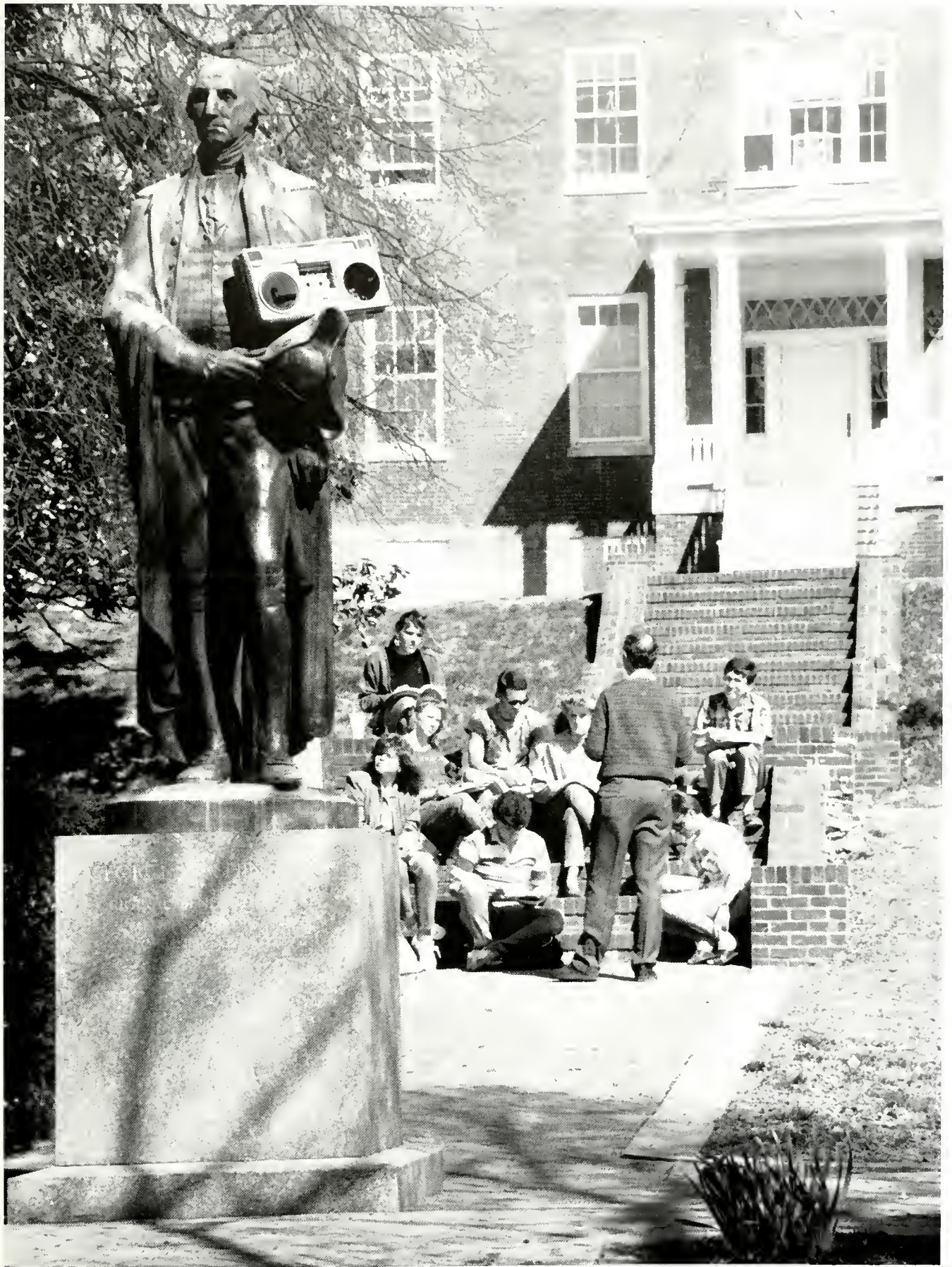
A few minutes later, blazer draped neatly on a square wooden chair at the front of Smith 21, Terrence Scout, a professor in the business management program, is telling the 25 students in his *Marketing* class, "Suppose that not only do I like Chunky candy bars, but that I also like KitKats." From that junk-food supposition, Terry Scout runs quickly through the distribution functions that middlemen provide for consumers, then moves on to something he calls reverse channels. His students, equal numbers of men and women, are called upon in brisk succession to provide examples and explanations.

One floor below, Smith 13 is a box of a room, carpeted and curtained,

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*A springtime class and a springtime prank.*









with four long tables arranged to form an open square. It is a stone's throw from Associate Dean of Students Edward Maxcy's office, and Maxcy, as a lecturer in the English department, teaches one section of *Forms of Lit.* (Officially known as *Forms of Literature and Composition*, it is a required course for almost all freshmen, and to keep the classes small, a dozen sections are offered.)

Three students have just finished a presentation on Ernest Hemingway's short story "Now I Lay Me," and Maxcy begins to question them and their classmates. One intent young woman follows the discussion—about the symbolic import of the constantly destroying, constantly creating silk-worms that keep Hemingway's narrator awake—while sipping tea from a porcelain mug decorated with robed Oriental figures.

"The bad thing about math classes," a woman announces to her companion as they head down the library terrace steps, "is that you can't have classes outside." The impulse for *al fresco* learning has already struck two 9:30 classes. A stiff breeze pushes at the weathervane atop Bill Smith's cupola and whips the flag beside the Elm into soft, rhythmic folds, but it comes from the southeast and people gamely keep a tight grip on open books and notebooks, willing to sacrifice a bit of convenience. It even seems possible to envy the white-columned, rosy-bricked Hill Dorms as they unperturbably bask in the sun.

Professor Nancy Tatum's *Shakespeare* class has not joined the exodus. Briskly moving through roll call and a series of announcements about the next two days' events, all connected with author Toni Morrison's visit to campus, Tatum brings the class "back to some of the issues we were talking about in *King Lear*."

Later in the day, a faculty adviser will be overheard telling a student



*A day in the life of Washington College. The crew (above) practices before classes. Terry Scout (top left) talks marketing while Ed Maxcy (top) talks Hemingway. Later, Tai Sung An (right) discusses the Cultural Revolution. Opposite (clockwise from top): an outside class; leaving Bill Smith; and entering Dunning.*

torn between two English courses, "*Shakespeare* has a huge textbook," and that textbook is indeed gigantic, especially when precariously balanced on the room's wood-grained plastic desktops. (Aesthetically less pleasing, particularly when accompanied by molded turquoise plastic seats, than their wooden predecessors, the new desks are, however, graffiti resistant.) Tatum's own text is neatly placed at her lectern's right for ready reference.

"Did you see as you read the play the downward progression of so many characters?" Her hands, which had been gesturing floorward, momentarily strike a royal pose as she turns specifically to *Lear*: "We watched a strong, proud king descend from sec-



urity in all of his relations, whether with man or God, to the point where he cannot believe there is anything that keeps man above the beast."

For forty-five minutes of every hour, the hallways of Bill Smith are quiet, almost somnolent. The light coming through the high, age-smudged stained-glass windows is soft and yellow, like the worn pine floors. There's a timeless feeling—until the eye lights upon the empty styrofoam cup resting on a window ledge, the bulletin boards cascading with colorful fliers announcing graduate and summer programs, and the bright green electric EXIT signs at the top of each stairwell. Occasionally, the quiet is broken as one of the closed-door





classroom discussions crests in intensity. Or there's a cough, a creaking of floorboards.

No floorboards creak in Dunning Hall. Instead, the building is sharp with the smell of chemicals, and the apparent quiet yields to the constant hum of the building's hard-worked electrical and mechanical systems. (On the yard outside is a modest white billboard placed upon the



"Future Site of the Alonzo G. Decker, Jr. Laboratory Science Building," a sign that will soon yield to construction crews and machinery.) Through the windowed doors come glimpses of microscopes and small, stoppered vials. On one black-topped lab table sits a dimstore goldfish bowl, in which float strings of green seaweed.

The periodic hiatus between changing classes seems less pronounced in Dunning, perhaps because of the nature of the scientific enterprise: laboratory experiments don't always reach completion at precisely 20 minutes past the hour.

At precisely 30 minutes past 10 o'clock, Professor Tai Sung An starts

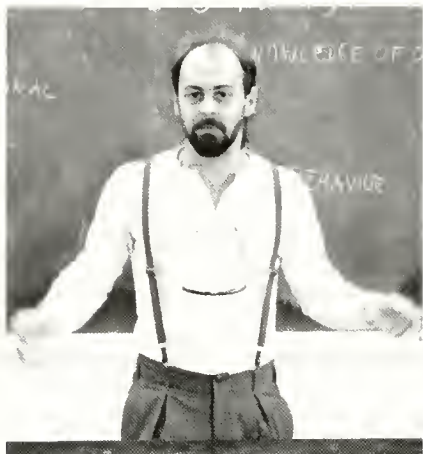
to address the five *China*: *Old and New* students ranged around the seminar room. (Within a few minutes, four more students have slipped into their places.)

"Today I'd like to discuss the Ninth Congress of the Chinese Communist Party," An says. "This Ninth Congress of the Chinese Communist Party was held in April 1969. That means that the violent stage of the Cultural Revolution came to an end. That means—"

His shoulders hunched, his fingers already floured with the chalk he uses to chart his points, the professor is off and running. Punctuated at regular intervals by road-sign phrases—"This is important," "In other words"—his recitation rises and falls as he counts off facts and concepts like beads on an invisible abacus.

"Oh, it's a soap opera!" An says smiling as, a few minutes later, he has reached the second of several possible explanations for Lin Paio's September 1971 disappearance, shortly after the leader of the Chinese military had attempted a coup against Mao Tse Tung. "Some people say





that Mao and his wife tricked Lin Paio to a party and dropped poison into his drink. Better than *Dynasty*, isn't it?" He laughs and goes on to the third theory.

Down a flight of stairs, in Bill Smith's basement mail room, Judy Beckman '87 and Ben Hollinger '89 are also racing to get through a specified amount of material by 11:20. Every mail day from 10 until 11:30, the room is locked while Beckman and Hollinger transfer the contents of large cardboard boxes—notes, magazines, announcements, and letters from home—into individual mailboxes.

As 11:30 approaches, the couches in the outside hallway fill with students waiting to see what, if anything, has come for them. After a while, Hollinger admits while Beckman nods her agreement, "you tend to know what kind of mail everyone gets."

Familiarity is one aspect of life on an 800-student campus, and as the day goes on, despite a somewhat random itinerary, many faces reappear. A woman dressed in pastel green-and-pink tennis shorts and sweater, gives a high kick at the foot of the Fine Arts building stairway, sees an observer, and briefly explains, "Stretching out a little for an exam," before heading upstairs. In late afternoon, she turns up, logically enough, in *Ballet, Tap, and Jazz*.

"You were in my class this morning," a woman in Susan Tessem's *Advanced Drawing* class says by way of greeting before turning back to her pastel still life. The small upstairs studio in McAlpin House is filled with stools, easels, drawing boards, supplies—and drawings. A giant



cherry-flavored Tootsie Roll Pop, held in a giant, red-nailed hand, is a typical subject.

At center stage, wilted from a week in the spotlight, stands the raw material for a still life of winter vegetables. Class assignments change on Wednesday, and a closer look at the posing pineapple reveals that it is propped up by a large green pepper. Students have cut the fruit into snack-sized chunks.

Meanwhile, Sue Tessem tacks a collage of Andy Warhol-inspired images—Marilyn Monroe, etc.—up on the wall, and announces the next week's assignment: "We'll call it 'Homage to Warhol.' You guys can make up your own composition, using pieces of what I've put up here." She stands back, nods in satisfaction, and says, "I expect great drawings out of that."

The music department bulletin board across the hall from Fine Arts 109 is labeled "Greener Pastures." (Tacked up are announcements of graduate programs and fellowships.) In FA 109, the music being carried out the open window prompts green and



pastoral images. The Early Music Instrument Consort, conducted by Professor Amzie Parcell, is grouped around a gaggle of music stands.

"Sopranos, please," Parcell instructs as two players pick up their recorders, "from Measure 14." He listens, "Could we go slower, sopranos, please?" He hums in demonstration. When the whole group tries the piece again, he plays along.

"That's it," he says at song's end. "Now, let's try *Canzona La Rustica*." He hands two players curved wooden pipes called krumphorns, from a small arsenal of instruments on the table behind him, and they sound a few warm-up notes. What emerges is reminiscent of an elementary school





Ralph Erber (opposite, top left) teaches General Psychology; Judy Beckman '87 sorts mail; the Early Music instrument consort practices; Sue Tessem's students paint. This page: a dancer's stretch (top); Marcia Pelchat and an advisee; late-afternoon concentration in an inorganic chemistry lab.

kazoo band. "Ducks," someone says, following a similar line of thought.

But when the music begins, the instruments somehow lose their low-comedy connotations and take on a resonance of festivity and ritual. For listeners, the song is over too soon, but the performers uniformly take deep breaths and flop back in their chairs. "That's getting there," Parcell observes. "Puts color in your cheeks, doesn't it?"

Dunning 203, with its tiered rows of old-fashioned wooden seats (their tops marked by generations of doodling notetakers) is home to the introductory courses in all the sciences—and to two sessions of *General Psych-*

*ology*. When Ralph Erber walks into the classroom at 12:30, he finds a note awaiting him on the blackboard—"Dr. E.—Can we go outside?"

Erber, despite sneakers and sunglasses, demurs, ignoring the now obligatory pleas. "Spring fever has hit," observes a voice from the back of the hall. A woman has a question from the last class: "How can paralanguage be nonverbal?" Erber explains the distinction—"It's not what is being said, but how it's being said"—and starts to talk about problems of social perception—how to decide whether someone's behavior is "internal, or dispositional, as opposed to external, or situational."

Foxwell Hall is Erber's, and the rest of the psychology department's, home ground. The door to the one-story brick building opens on a lounge and reading room for majors. To the right, the scent of cedar clippings is stronger: beyond a workroom/lab is the door to the rat room. Inside, in a dark-red glow designed to make the room's naturally nocturnal inhabitants believe that it is nighttime, are cages of white rats. Tucked away from the other animals are two small cages of newly born litters, the tiny pink babies close against their mothers' sides.

On the door out, a posted sign bluntly warns students who are rat handlers, "Pick up your own rat

droppings or else you will receive a lower grade in Learning Lab."

To the left of the central lounge, down a narrow hallway lined with faculty offices, Professor George Spilich comes to the end of his *Cognition* lecture. He'll move next door to demonstrate the next lab (all the labs in the course are computer-generated), and then the class will scatter. Most, Spilich points out, will be back later in the afternoon for the weekly majors' meeting, where, at this time of year, seniors take turns presenting their theses "in a master's style defense."

"It's okay," Tina replies. "I can go out on the river in the morning."

Afternoon labs are a staple of science courses. Outside Dunning 103, the general chemistry lab, long-laundered lab coats hang from a row of hooks. Professor Rosette Roat's "guinea pig" section of *Inorganic Chemistry I* is having its weekly lab. "The other section has its lab on Thursdays," Roat explains, "so if problems occur in the experiment or set-up, this is the group that finds them."

down at the Computing Center," a student greets a friend. "It's all seniors, working on their theses." (In some majors, preliminary drafts are due in two days.) Conversation over, he heads toward Miller Library and its printer.

Perhaps because the year-long renovation of Minta Martin Hall has moved 135 students off campus, the parking lot is full—as is a nearby stand for bicycles. It sports fuchsia-pink and forsythia-yellow models, along with more conservative tones of silver, black, and white.

Across the street, the tennis courts behind Cain Athletic Center are well occupied. The Casey Swim Center, in contrast, is undergoing an afternoon lull. In each end lane a single swimmer repeats a program of solitary laps. Outside the center's glass walls, lacrosse players head for a practice field.

The clank of weights and the groans and sighs of the people who lift them in the Fitness Center, a long narrow room in the basement of the athletic center, can't compete with the high-decibel volume of 98 ROCK, a Baltimore radio station that is counting down the Top 980 hits of the past 10 years. No. 596, Van Morrison's "Domino," gives the men and women staged along the array of equipment and mirrors a beat they can sweat to.

Across the hall, the back portion of the dance studio temporarily houses a battery of sewing machines and an ironing board—Professor Karen Smith's annual dance concert is this evening, and the studio has been doing double duty as a costume room. At the front of the room, after some preliminary stretching exercises, Smith leads her pupils through a short routine: "The grapevine kick," she says in demonstration, "is like a karate kick—take that, you cad!"

By five o'clock, Central Campus has almost—but not quite—lapsed into its early morning quiet. Although Miller Library's first floor is beginning to clear out for the dinner-hour break, users still fill its computer stations. The day's courses are mostly over, but the Graduate Program will keep classroom lights burning until 9:30 p.m. When the last student leaves the library, it will be midnight, and the day will have run its course.



*Studying in Miller Library can be a social or a solitary enterprise.*



A few doors down, Marcia Pelchat is helping Tina Smith '90 plan her fall course schedule. "To satisfy your Formal Studies requirement," Pelchat says, "you could take *Intro to Computing*." That, it turns out, is what Smith has been planning. "Are you prepared to do a lot of homework?" Pelchat asks. "You do have to put a lot of time into that particular course." Smith has heard the same and isn't deterred, so another course title is penciled into her schedule.

When Smith says she'd "like to try *Pottery*," Pelchat agrees that it should be fun, then checks the schedule. It's an afternoon class, so she asks Smith, "Is this going to conflict with crew?"

Today's assignment is a typical one: the students have been given a choice of identifying one of two compounds by running the mystery compound through a series of chemical tests. Shortly after four o'clock, most of the students have finished the assignment, taken off lab coats and glasses, and departed. "This sure beats last semester," one student says happily. "The labs would go five hours."

In the brick-covered building that was once GI Hall and is now the enclave of the Computing Center and a warren of faculty offices, two students sit on the hallway floor with their course schedules, waiting for an advising session. Down an intersecting corridor, the air is heavy with the smell of a professorial cigar.

Outside, in the parking lot behind Bill Smith, the sky is beginning to cloud over. "Every single printer is full



# The College On The Hill

by Jack Gilden '87

This is a story about an unusual painting, an early view of Chestertown that shows the College's first building. And it is a story about how that painting, two centuries later, has returned home.

When Washington College's first edifice was completed in 1788, the building became both a source of pride and a standing symbol of the fledgling institution's professed mission to "teach the youth to think well and justly." In fact, it was the College: the building was living and learning quarters for the students and faculty alike.

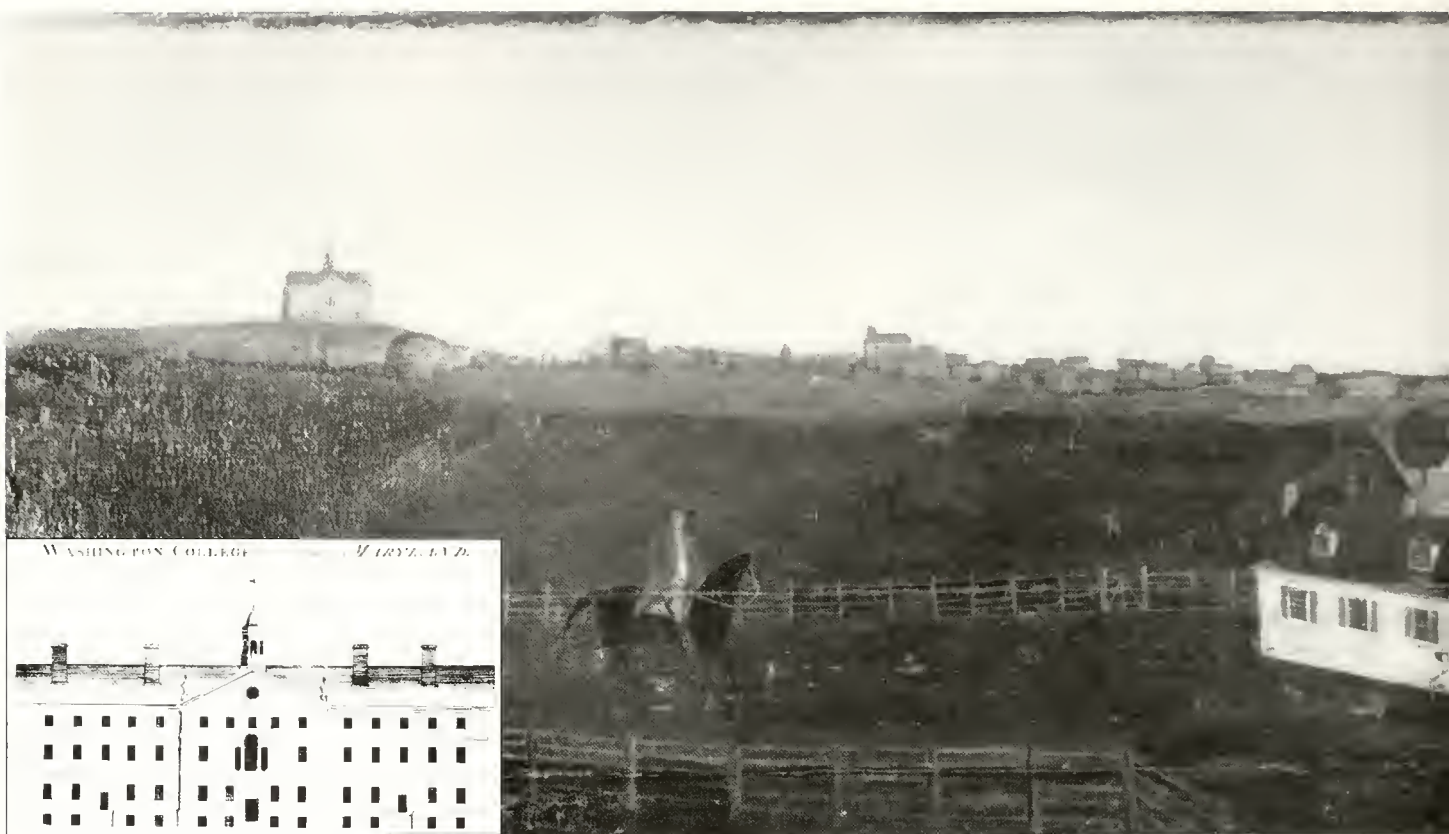
Construction had taken five years (the crew was imported from Philadelphia) and, according to Washington College art historian Robert Janson-La Palme, at the time of its completion the new hall was "the largest public building in Maryland," rivaling even the State House in Annapolis.

Through the early years of the republic, the College building dominated the Chestertown horizon. When the hall was lost to fire on January 10, 1827, the institution, never known in those early years for its financial stability, did not undertake another such ambitious building project until the 20th century, when the original William Smith Hall was constructed in 1906 to house classrooms and administrative offices. Ironically, on January 16, 1916, that building was also consumed by fire.

Now the original College building is back; this time, however, it is in a somewhat different form. Last December the school was given an unusual landscape painted in oils on a wooden panel: "A View of Chestertown and the White House Farm" had been commissioned by a prominent Kent County family—the Wilmers owned not only the White House Farm, but the tract of land on which Chestertown was built. For many years, the panel formed part of the interior panelling in the Wilmer family dwelling.

Professor Janson-La Palme describes the work: "In the immediate foreground, to the west, or down-river from Chestertown, there is the small Wilmer house. The owner of the Wilmer house is believed to be the figure on a horse beside the house. In the river is a fully rigged sailing ship. Notable landmarks within the painting that are still present today are the Hynson-Ringgold House [since 1946, the home of the College president] and Emmanuel Episcopal Church, which is silhouetted against the sky on the painting's center. The painting culminates at the upper left with the original College edifice." In that spot today stand the Hill Dorms: East, West, and Middle Halls.

The fact that the building figures so prominently in the painting is what brought it to the College. Professor Robert Janson-La Palme, fascinated by the original College hall, has been researching the building over the years, hoping to discover whether the building actually looked as it appears in what was thought to be the only surviving image, a 1784 engraving—perhaps done to commemorate General Washington's visit to the College as a member of the Board of Visitors and Governors. (That



engraving today appears on Birthday Ball invitations and the like.) Since, however, that engraving was made before the building was completed, it has been impossible to say with absolute certainty if it is an accurate representation of the actual structure.

When, in 1980-81, the Hill Dorms were being renovated, Janson-La Palme led a partial archaeological dig (the workers were constricted, of course, by the fact that the dorms are built on the site of the original building). He hoped that the dig, by uncovering and tracing the building's foundations, would verify its dimensions. As it turned out, he was able to come to some tentative conclusions, which led to a scale model, now displayed in Miller library. Still, he had hoped for more.

Then the art historian fell into a chance conversation with Christian Havemeyer, a Chestertown resident and member of the College's Board. "In passing, he mentioned that he had heard of a painting on wood showing Chestertown and asked if I had seen it," says Janson-La Palme. "He didn't know where it was, although he thought it had a connection with the Wilmer family house."

After asking antiquarians who specialize in that era and this area if they had heard of such a work,

Janson-La Palme still had no leads. So he decided to try to track down the work through the Wilmer family and turned to Ann Wilmer Hoon, the College's associate director of development.

Though a member of the Wilmer clan, Hoon could tell Janson-La Palme nothing about the painting. She had never seen it, she had never heard about it. Still, Hoon suggested he contact another family member—W. Holland Wilmer, the father of Billy '88 and Lucy '90, and the unofficial historian and genealogist of the Wilmer family.

When Janson-La Palme visited Wilmer's Baltimore county home, he saw a reproduction of the painting and learned that Holland Wilmer's cousin, the Rev. Dr. Richard Hooker Wilmer of Pittsburgh, was the painting's owner. Janson-La Palme again turned to Ann Hoon, asking her to contact the Rev. Dr. Wilmer, a former dean of the Yale divinity school, in hopes that he would permit some tests to be performed on the painting to help the professor complete his research into the building's chronology.

The response was cordial: although the owners did not want to have tests performed, they invited Janson-La Palme to view the piece, and mentioned that they were thinking of

giving the painting to the State Department, where the Rev. Dr. Wilmer's father, from whom he had inherited the painting, had spent his own career.

Excited, Janson-La Palme next asked President Cater to write the Rev. Dr. Wilmer, making the case that a logical resting place for the painting would be the town and the school which it depicts. The idea appealed to the Rev. Dr. and Mrs. Wilmer, and the reply was an emphatic yes. Cater's letter was sent in mid-autumn; the painting had arrived in Chestertown by December.

At first glance, the panel, which is approximately 64 x 27 inches, seems, says Janson-La Palme, to resemble the 1784 engraving closely, although "the positioning of all the buildings is different from what accurate perspective would dictate. Yet making that allowance, it's pretty much along the lines shown in the engraving."

The panel, which shows signs both of scorching and, in some areas, repainting, is neither signed nor dated. The latter fact, points out Janson-La Palme, "is not unusual given the character of the work—a landscape painting on wood." Thus it would seem to be a minor work.

The painting's arrival has raised many interesting questions: Who was





*For many years the 1784 engraving (inset) was thought to be the only picture of the College's first building. But the edifice occupies a prominent spot in the landscape on wood recently given to the College.*

the artist? Was there a single artist or was the painting a collaborative effort? When was the panel painted? Were different parts done at different times?

The question of whose brush should be credited for the painting is an interesting one.

The Wilmer family has always believed the painting to be the work of Charles Willson Peale, a Chestertown native and one of the most important early American painters. That belief was corroborated several years ago by the late Charles Sellers, a Peale scholar from Dickinson College who had examined both the work and X-rays of it. His opinion was that it is indeed a Charles Willson Peale.

Still, would C.W. Peale, who was well-educated and a naturalist as well as a painter, have made elementary errors in perspective? If Peale was not the artist who painted this view of Chestertown, then other possible candidates are numerous. Even within the Peale family the work could be

that of any one of a number of people. Janson-La Palme calls them "the painting Peales" and indeed that is exactly what they were. Charles Willson had a brother, James, who painted, and Charles himself sired an entire slew of artists, most of whom he named for famous masters.

(Washington College students are most familiar with a work attributed to his son Rembrandt Peale: The College library houses his portrait of George Washington, dressed in the uniform of the Masonic Order.)

There is also the possibility that no Peale touched the painting, and it is instead the work of a "naive" or folk artist—something the distorted perspective and scale might suggest. That would not necessarily be a bad thing, for, Janson-La Palme says, "the work is as valuable as a folk painting as it would be as a Peale."

When the panel, or parts of it, was painted, might also have some bearing on who the artist was. The work appears to be scorched in the upper left corner—where the College building predominates. And, says Janson-La Palme, that is also "where much of the repainting has been done. It is possible that the College building itself was repainted on the panel by another artist. If that is true, then it is also possible that the building in the painting was made from memory." The actual building, gutted by fire, might still have been a shell on the horizon that a painter chose to portray in all its former glory. Or the painter may have used the 1784 engraving as a guide (in which case the painting would tell nothing more than what is already known). These possibilities, says Janson-La Palme, "are long shots," but they make for interesting speculation.

For his part, Janson-La Palme is not too quick to make judgments. "I still have not had a chance to look the piece over thoroughly," he says with a scholar's caution. (The painting arrived on campus in December and was displayed during the Washington's Birthday Celebration in February, then was packed up for safe-keeping.) "We are going to take two routes to find out the most we can, and then, if it is possible, we will make pronouncements."

Those two routes will be scientific and archival—with the results evaluated by an informal committee of

experts. In early March, the painting was sent to Delaware's Winterthur Museum for analysis in the Museum's conservation laboratory. By identifying the materials of which the painting is made, the lab should be able to provide the College with some clues as to when the panel was painted and re-painted. (A new set of X-rays—the originals are not available—may also be taken to aid in determining the extent of re-painting.)

Knowing what kinds of pigments were used in the painting, for example, can reveal much. "Certain pigments came into use at different times," Janson-La Palme explains. "If such a watershed pigment turns up, that might help in dating the painting." The experts can also identify the origin of certain pigments—C. W. Peale at one point got his pigments from Philadelphia; if those Philadelphia pigments are found in the panel, however, it wouldn't automatically mean the work was his, since other painters would likely buy supplies in Philadelphia.

Nevertheless, the array of laboratory tests—scheduled to be completed in late spring—should provide information that will narrow the scope of Janson-La Palme's archival research, the tedious searching through College, town, and family records for mentions that match the state of the buildings and other landmarks as depicted in the painting. Much, says Janson-La Palme, remains to be done.

When the analysis of the painting has been completed, is restoration in the picture? At this point, no such work is planned; restoration is, of course, a risky business, even in experienced hands. And perhaps restoration is, in a sense, inappropriate. The original building was destroyed by fire; the area of the panel that has been scorched contains that building; the work of art thus has come to imitate the events of history.

The painting has returned to Chestertown and the College. Its eventual home will be the planned Casey Academic Center—a building that, like its 1788 predecessor, is linked to the hopes of the College's future.

*Jack Gilden '87, a senior from Owings Mills, Maryland, writes most often on baseball and books.*

# Would You Buy A Book From This Man?

By Sue De Pasquale '87

When John Hall '70 walked the brick pathways of Washington College in the late 1960s, he nearly found himself seduced by the laid-back lifestyle of a generation that valued idealism over the materialistic mindset of the "establishment." Nearly, but not quite.

"All the countercultural stuff hit between my sophomore and junior years. I was right on the cusp of that whole thing," he remembers. "I was certainly hip...but I went on to business school." Once he made the decision to jump into the financial fast lane, Hall shifted into high gear and never looked back.

Today, at 39, he is senior vice-president of the Book-of-the-Month Club, a subsidiary of TIME Inc., which boasts a membership of 2.5 million readers. A confirmed sushi "addict," who vacations in trendy spots like Rio De Janeiro, plays squash regularly, and daily commutes over an hour each way from his Summit, New Jersey home to the BOMC offices in New York's Manhattan, Hall personifies Yuppie success.

In the nearly two years that Hall has been at the Book-of-the-Month Club, total sales have increased by 20 percent and more than 400,000 new members have signed up. But what about the bottom line? Even better news there. Profits have leaped by nearly 40 percent.

Fittingly enough, Hall attributes BOMC's substantial growth to the burgeoning "Baby Boomer Generation" which he emblemizes. When TIME Inc. executives recruited him to join the BOMC team in July 1985, they committed themselves to invigorating the book subsidiary that they had purchased in 1977. Demographic signs showed the time was right to begin an aggressive marketing campaign.

"We had all the numbers that people were all coming our way—into the prime book-buying ages between 29 and 44," explains Hall. "When they hired me, they said, 'You'd better turn up the heat.' So I turned up the heat." Once he got situated in his 11th-floor office, with its view of Manhattan streets far below, his first move to fan the flames was to fire BOMC's two advertising agencies and sign on new firms. Internal reorganization followed rapidly as he realigned the division's managerial structure.

"That's been a key to growth," he comments, explaining that in addition to the Book-of-the-Month Club, BOMC consists of the Quality Paperback Book Club, the Cooking & Crafts Club, the Fortune Book Club (business and personal finance) and the Dolphin Book Club (sailing)—as well as several specialized divisions, such as Book-of-the-Month Records. By shifting his 20 employees in the marketing division from a horizontal to a vertical form of organization, Hall has allowed them to concentrate their



*John Hall '70 sells lots of books to lots of people. At the Book-of-the-Month Club, he's upped sales by 20 percent. That's 400,000 new members—readers Hall says are his kind of people.*



PHOTO: JOE PINEIRO



efforts within one specific club, seeing policies all the way through to implementation, rather than simply taking the more piecemeal, "conveyor belt" approach.

BOMC's marketing strategy also got a makeover; or, perhaps more accurately, a total facelift. For years, the BOMC did the bulk of its advertising in newspapers and magazines. Hall spearheaded a corporate move to direct mailings—a process which allows marketing executives to contact an audience potentially more apt to purchase a Club subscription. In 1982, direct mailings made up just 5 percent of BOMC's total advertising efforts. Today the company uses the mail for 75 percent of its contacts.

Hall believes the strategic switch is responsible in large part for the 400,000 new "upscale" members who have signed on in the last two years. In search of reading material to sate their intellectual appetites, these educated baby-boomers turned to the nonfiction and critically acclaimed contemporary fiction offered by the Book-of-the-Month Club, passing up romantic and popular works featured by its closest competitor, The Literary Guild.

"We have been growing at their expense," notes Hall. "Over time, the two companies have taken different tacks in terms of product. The Book-of-the-Month Club has taken the high road. We have higher-quality literature and we offer much more nonfiction. Upscale people are much more likely to buy nonfiction."

Science books, biographies and history narratives—whether they deal with the American Civil War or Britain's royalty—rate high on the list for upwardly mobile readers. Though it's too early to tell which selection will top sales this year, Hall says early indicators point to *Fatal Shore*, a book that investigates the origins of Australia. One of the biggest sellers in 1986, *Miracle at Philadelphia*, examined the framing of the Constitution. First issued in 1960, *Miracle at Philadelphia* was reissued by BOMC in conjunction with the Constitutional bicentennial—with tremendous success.

Also in the nonfiction genre, reference books are in constant demand, especially those dealing with language, like Webster's *Dictionary*,

Fowler's *Modern English Usage*, Roget's *Thesaurus* and Bartlett's *Familiar Quotations*.

Fiction selections run the gambit of literary classics, reissued year after year (*The Complete Stories of Franz Kafka*, *The Complete Poems and Plays of T.S. Eliot*). But contemporary works are what lie at the heart of the BOMC enterprise. The company's founding credo in 1926 still holds true as its major objective today—"to provide readers from every part of the country with a constant supply of the best new books." Each year Club judges must sort through more than 5,000 soon-to-be-published works that are submitted from every corner of the industry.

A family-owned business until TIME Inc. bought it out in 1977, "America's Bookstore" originally offered just one "Main Selection" each month. Today that Main Selection is supplemented by a multitude of varied "Alternates." Hall admits that since the takeover in 1977, the nature of these selections has changed slightly. "There are some who would say that we're becoming a little more popular. For example, five years ago we might not have offered Stephen King," he says, then adds, "But it's really not a dramatic shift."

The Literary Guild did not pose much of a threat in the past, says Hall, because it "was less than well-managed." But a recent Guild buy-out by Bertelsman Inc., one of Europe's biggest publishers, has jolted BOMC executives out of their complacency. "We expect that they're going to do things better and much more aggressively than they have been," says the senior vice-president. "So we're going to launch some counter-attacks."

Hall is vague and slightly mysterious about the exact nature of these "counter-attacks," but he hints that they will probably take the form of additional new clubs. His time is increasingly being devoted to developing and testing these new businesses; if all goes well, says Hall, "we'll roll them out in 1988."

Company marketers hope the new clubs will lure members away from the shelves of the nation's bookstores. Hall's statistics show that members buy on the average of 20 books each year ("They are voracious readers of books—they'll read what-

ever they can get their hands on") but only one-third of those books are purchased through BOMC. Within the next several months, he hopes to see that ratio increase to one in two.

Surprisingly enough, the video craze of the Eighties—with its VCRs and cable television—has not produced the generation of numbed "couch potatoes" that its critics had once feared. "I think the doomsday predictions that nobody would ever read anymore are just not true," says Hall. "There are a lot more people

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*"I became a psychology major because I really understood people," Hall says. "And I think I was right—that's what marketing is... understanding how to communicate to people that you've got what they want."*

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reading than ever before...From a book marketing standpoint, the increase in video is more than offset by the increase in the number of people in the [baby boomer] demographic group and higher education."

He points to BOMC's Quality Paperback Series as proof. Just 12 years old, the Series is the fastest growing book club in America; currently, its membership tops 700,000. "A little bit off-beat" and "idiosyncratic," the Quality Paperback Series (QPS) appeals, he says, to highly educated readers who want a lower-priced option.

According to Hall, QPS began as a "countercultural club" in the early Seventies, attracting its readership from ads in *Rolling Stone*, *Mother Jones* and *Mother Earth News*.

Throughout the years, the Series has offered an eclectic list: esoteric fiction like Milan Kundera, John Barth and Christa Wolf, and offbeat humor from the likes of cartoonists Garry Trudeau and Gary Larson.



Ideally, Hall aims to make BOMC's new businesses as prosperous as the Quality Paperback Series; the key, he believes, lies in the direct mail marketing that is his forte.

"What I have is a real feel for the market—I think I have a gut-level understanding of what these people want and how to communicate it to them."

Hall's track record more than bears out his self-appraisal; during his three years as Product Director at Johnson and Johnson Child Development Products, he increased sales

fact that he doesn't really like country music as a genre, he had no problem compiling 12 LPs with cuts from favorite country artists. The commercials he coordinated generated sales of over \$2.5 million in 18 months and earned him a Gold Record.

Looking back, Hall sees an important connection between his marketing career and his college studies: "I became a psychology major because I thought I really understood people. And I think I was right—that's what marketing is... understanding how to



PHOTO: JOE PINEIRO

from \$8.5 million in 1981 to \$17 million in 1984. By targetting new mothers through direct response advertising, he enticed 500,000 new enrollees into buying the primary-colored toys that have become so familiar to toddlers.

Though he believes his direct marketing flair is "instinctive," Hall admits that his talents were honed during the nine years he spent working with *Country Music Magazine*. He signed on with the fledgling magazine soon after earning his MBA from Ohio University in 1972. "It was an incredible learning experience. You had to learn to survive," he remembers with a rueful smile. He worked first as assistant to the publisher, then as circulation director, doubling the magazine's paid circulation from 100,000 to 200,000.

Near the end of his tenure there, Hall branched out into marketing country music records, developing a strategy that involved direct response advertising on television. Despite the

communicate to people that you've got what they want."

A "B" student during his years at Washington College, Hall was a Theta Chi and a midfielder on the lacrosse team. The same man who today wears Brooks Brothers suits remembers with fondness the wacky exploits that punctuated his college experience. One spring night remains indelibly etched in his memory. "We skinny-dipped off the Chester River Bridge in the middle of the night—we just sprinted out and jumped in," he recalls with a chuckle. He still keeps in touch with his cohorts in crime, meeting together with a half dozen WC alums each year on the Fourth of July.

With his undergraduate grades, Hall says he knew he wouldn't get into the best graduate schools, but in hindsight, he believes his liberal arts grounding and MBA studies at Ohio University gave him something that Ivy League MBAs missed out on.

"These guys that I'm going up against were always the top guys in their class; married at the age of 22, had three kids at the age of 27; they have a very dogmatic or focused way of looking at things, which I think can sometimes be a detriment."

Hall refuses to be forced into a mold. For instance, there's the issue of marriage. Officially single, he has lived with Clover Bergman, a Johnson and Johnson management executive, for 12 years. "We just never felt the pressure to get married and we're as happy as most married couples we know," he says. The couple recently bought a home that is equi-distant between his office in New York and hers in New Jersey.

Though their career demands mean that free time during the week is virtually non-existent, they set aside time to travel frequently throughout the year. A self-described "old jock," Hall keeps active and blows off steam on the weekends with golf, tennis, and skiing.

Though he has not yet been at the Book-of-the-Month Club for two years, Hall has his eye on management's top spot. With self-assurance, he says simply, "I want to be president of the company." He doesn't want to make the same "mistake" he made earlier in his career, staying on at *Country Music Magazine* when the time was ripe to move on—and up.

"If it becomes apparent at some point that [becoming president] is not a possibility, then I'll probably move on." To what? "My next step if I left Book-of-the-Month Club would not be along corporate lines. I would either look to buy or start a business in direct marketing."

How soon can a move to the presidential office be expected? Within the next ten years? Laughing, Hall answers with the characteristic drive that has gotten him to where he is today. "I can't wait that long. It's got to be within five." After all, as he has pointed out, the flower arrangements that fill his office were sent to commemorate the occasion of his 39th birthday. "I'm getting old."

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*Sue De Pasquale '87, a senior from Baltimore, is the founding editor of the Collegian, a monthly magapaper of features and reviews. Next fall, she'll be attending Columbia University's journalism school.*

# ALUMNI REPORTER



Pat Trams '75

## New Director

After a four-year hiatus, Washington College once again has a full-time alumni director. Special Events Coordinator Pat Trams '75 has been chosen to fill the post. Mackey M. Streit '51, who has been with the Alumni Affairs Office since 1983, will continue her part-time status as assistant director.

As director, Trams, who was an English major at Washington College and who had worked most recently with a travel agency before returning to the College in 1986, hopes to encourage alumni to become more actively involved. In particular, she will target younger alumni.

To begin with, Trams hopes to set up monthly meetings for Baltimore-

Washington alumni. "Lunch meetings in a convenient, centrally-located place will let graduates meet with representatives of the College and keep abreast of College activity."

One event in the planning stage was suggested about a year ago as a companion to the annual Birthday Ball held on campus each February. The proposed Martha Washington Birthday Ball will also be a formal ball, but will be held in Baltimore or Washington (on a rotating basis each year), in early June.

"I'm looking forward to working with Mackey Streit," says Trams, "Mackey will remain the contact for the established alumni, while I'll be working to introduce other graduates to Alumni Affairs."

## New Chapters

The Washington College Alumni Association wants to begin two new chapters—one in the Philadelphia area and another in southern New Jersey—and to revitalize an existing chapter in Annapolis.

Interested alumni met with members of the Alumni Council in March to discuss preliminary plans. If you are able to help with one of the chapters, please contact these alumni:

Annapolis area revitalization:  
Leslie Tice White '74, 57 Buckingham Cove Road, Severna Park, MD 21146. Phone: 301-647-3304.

Philadelphia area: Philip and Gwen Hekking Heaver, both '83, 1807 Valley Road, Newtown Square, PA 19073. Phone: 215-459-1555, or Paula Miller '86, 11 E. Mercer Avenue, Havertown, PA 19083. Phone: 215-446-4178.

Southern New Jersey: Glen Beebe '81, 150 Tettemer Avenue, Apt. 2-A, Hamilton Township, NJ 08610.

## A Full House At Mt. Vernon

Three weeks before the Washington, D.C. chapter held its April 11 reception at Mt. Vernon, the event was sold out—111 alumni and friends had purchased tickets for the seven o'clock party at George Washington's home on the Potomac. "What was particularly nice about the event," says Arlene Lee Hawkridge '83, chapter president, "was that those attending spanned seven decades of Washington College history."

A highlight of the evening was the special accolade given by the chapter to one of its members, Betty Brown Casey '47, recognizing her contributions to liberal arts education and to Washington College. The Maryland delegation of the U.S. House of Representatives introduced a resolution honoring her work through the years. Passed by the House and entered in the Congressional Record, the signed Resolution was presented to Betty Casey by Trustee Brian Kehoe '69. "It's a piece of legislative history," says Hawkridge, "as well as an appropriate way to honor this alumnae."

## What's Up?

Your news—whether it's of a new job, a change in family status, or a new degree—is what other alumni want to hear. Please send your news to Class Notes, Washington College Reporter, Washington College, Chestertown, MD 21620.



## Career Development Is For Alumni, Too

"I'd like Washington College alumni to know that the services we offer undergraduates are also available to graduates," says Linda T. Cades '68, director of the Center for Career Development.

Alumni who are looking to move up or over in the workplace can call upon the center, located in Spanish House, for a broad range of services. The center's library, for example, includes guides to corporations and graduate programs, books and tapes on resumé writing, interviewing, self-assessment and career planning, and a computerized career exploration program.

Then there's the opportunity for networking. "The same alumni who have volunteered to talk to current students about their own professional fields," says Cades, "are also happy to share that expertise with other Washington College alumni." Cades, who can tick off specific examples of how the old school tie helped alumni get jobs and contacts, wants to make this aspect of the center even stronger.

Borrowing from an idea developed by the College's Parents Council, Cades plans to send alumni a questionnaire suggesting ways they might help current students and each other:

Are they able to come to campus to talk about their career fields? Can they influence their firm to recruit at the College? Are they willing to talk with students or alumni?

Could they notify the College about jobs suitable for summer employees, graduating seniors, or alumni? Could they provide a fellow alumni with a place to stay overnight during a job interview in a new city?

"There's an element of altruism involved," Cades says, "but there's also a pragmatic reason to volunteer. The more contacts we get, the more useful the center will be—for everyone."

To contact Cades, write or phone the center. The number to call during business hours (for the center, that's 9 a.m. to 5 p.m. EST) is 301-778-2800, Ext. 311. Or use the College's 800 number (see "Call Us—It's Free").



PHOTO GREG PEASE/BALTIMORE

## Thank You, Kenly

Kenly Jenkins is an especially familiar face on campus during lacrosse season. Since the Stick Supporters, a booster club for the men's lacrosse team, began ten years ago, Jenkins has been busily boosting the boosters.

Jenkins, a retired State Highway Administration employee, organized fish fries and picnics for the Stick Supporters. When players returned to campus early for fall practice, before the dorms opened, Jenkins opened his home to them.

The Kent and Queen Anne's Chapter of the Alumni Association wanted to give Jenkins a special thank-you: On April 4 preceding the Hobart/Washington College game, Kenly Jenkins became an honorary alumnus, "with all the honors and privileges attendant thereto."

## Call Us—It's Free

Washington College has an 800 number, and the Alumni Affairs Office would like you to use it. Call during weekdays, 8:30 a.m. to 4:30 p.m. to report a change of address (ask for Information Services), to note changes in occupation or family status or to track down addresses of long-ago friends (ask for Alumni Affairs).

Within Maryland, dial 1-800-445-5526. To call from out-of-state, dial 1-800-331-5842.

Baltimore's National Aquarium will be the scene of a September 26 Alumni gala.

## A Night At The Aquarium

On the evening of September 26, the Baltimore National Aquarium will be closed to the general public, and the spectacular, seven-level structure will become the setting for a gala gathering sponsored by the Washington College Alumni Association.

"We're hoping that as many as three or four hundred alumni, parents, and other friends of the College will attend the event," says Karen G. Price '73, M.A. '78, president of the Alumni Association. The affair will run from seven until 11 p.m., and will feature *hors d'oeuvres* and a chance to catch up with old friends—as well as the chance to tour the Aquarium's exhibitions—ranging from the 335,000-gallon Atlantic Coral Reef tank to the Rain Forest exhibit with its rooftop pyramid of glass. "The great thing to anyone who's ever seen the long lines stretched outside the Aquarium," says Price, "is that the College's guests will have the building all to themselves."

Invitations will go out to those alumni and others in the Baltimore-Washington area this summer. Other alumni who want to attend the event should contact the Alumni Affairs Office for more information.

# CLASS NOTES

'23 Perry Perego was honored in February by the Woodrow Wilson High School Class of 1960, after the town's mayor proclaimed the week before the dinner affair "C. G. Perego Week." The former principal of WWHS was reunited with several former students—including astronaut Jon McBride and Congressman Nick Joe Rahall III. A scholarship fund in his name was established. Perry, who was principal of the West Virginia school from 1933 until 1966, was known for his "firm but benevolent hand."

'29 Lyle Appleford retired from his post in the legal department of the Chase Manhattan Bank in 1968 after suffering a heart attack. Lyle still plays golf three or four times a week, and has his handicap down to 30. Lyle reports that "Pin" Albert Glover is now in a retirement home in Fort Myers, FL, "and is as sassy as ever."

'30 Howard ("Buck") Griffin, who retired from coaching in 1976, has been helping coach the baseball pitching staff at Catonsville Community College despite recent by-pass surgery and two subsequent hospital visits.

'31 W. Edwin Freeny and wife Marion recently had a mini-WC reunion luncheon with Dottie Simmons Robinson '31, Ollie Robinson '32, and Earl Willis '31. Earl's wife, Melva, also attended. The Freenys are living in Seminole, FL, and say they would be glad to see any WC grads when they are in the area.

At 80, Edwin Luckey is still riding his bike every day and still traveling. He has visited 86 countries since 1959, and has been an active radio ham

(W6MJ) since 1922. Last September, he spent his 25th tour abroad visiting Scandinavia. He retired in 1972 after 41 years assembling motion pictures in cutting rooms. He has one daughter and one granddaughter.

Edward Stevens is retired after 36 years with the Scoville Manufacturing Company. He has one son, Paul, who is now 42.

'34 Erwin L. Koerber is enjoying traveling, gardening and "some attempts with meager success at song-writing" in his retirement. He has participated in several Elderhostel programs, and is a member of the AARP chapter in Perry Hall, MD. "Most of my close friends have departed this earth," Erwin writes, "but I keep in touch with Charlie Clark and Omar Carey."

'36 Charlie Berry retired in 1975 from the Wicomico County Board of Education as supervisor of Physical Education and Athletics. He began teaching and coaching at the Wicomico Senior High School in 1936. With four sons and five grandsons, Charlie says he has a full baseball team and "I'm coach." Since retirement he has made a hobby of carving miniature waterfowl, and his carvings have been exhibited all over the country. He and his wife, Ethel Barnes '41, love to travel and have made visits to each of the 50 United States, as well as traveling to Iceland, all of Europe, Canada, and many of the Caribbean Islands.

'37 Ann Whyte Edge is an assistant librarian at the Hines Veterans Hospital in Chicago, Illinois and is the mother of six grown children.

'38 Mamie Davis, a retired school teacher in Ocean City, MD, learned to weave rugs and placemats last September, and says she enjoys the new hobby.

'40 Alice Williams Kiendl is retired from 32 years of academic life. She taught and served as dean and headmistress at independent schools in Ohio and Michigan. She and her husband, Art, are living on the coast of Maine, sharing a 150-year-old home with a 100-lb. black laborador named Miss Abigail. Alice reports that her sister, Dorothy W. Daly '38, lives with her husband in Pinehurst, NC.

'42 John P. Kirwan retired twice. An electronic scientist at the Naval Research Lab in Washington for 29 years, John retired in 1970 and went into the insurance business. He retired again in 1984, and is now a tree farmer. Dorchester County (MD) named him the Outstanding Tree Farmer of the Year in 1986. He has traveled to Europe, Japan, and Thailand. John has been the conference delegate for his church for 25 years.

'43 Jack Williams was elected vice president of the National Rural Electric Co-op Association at its national convention in Dallas. There are 1000 electric co-ops in the country.

'44 Theodore Lytwyn is a retired mortician. He earned his pilot's license in 1967, and lives "an ordinary life" in Short Hills, NJ.

Betty Lohmuller Story says she is "basically retired," but serves as president of Northwest Paper Box Manufacturers Inc. and Story Consulting Services. After moving to



Oregon in 1945, she married Marvin D. Vanallen and together they started a company in 1958 and raised four children. After Van died in 1983, she married Ken Story in 1985. This year, Betty is president of Portland Panhellenic, and she remains involved with Zeta Tau Alpha. Last year the pledge class of 1940, "all eight of us," met at the home of Jean Phillips Jensen in South Carolina. Attending were Alice Doukas Klar, Betty Hill Wharton, Laura Rainey Geitz, Sally Waesche Benjamin, Patsy Frary Sharp, and Irma Libbie Rogers Lore. "We hope to repeat the reunion in June for Portland's 'City of Roses,'" says Betty. She and Ken square dance, travel, and are active church members.

**'45** Anna Logan Gerkin earned a nursing degree from the University of Maryland School of Nursing and now does volunteer work. She has two grown sons and lives in Ocean City, New Jersey.

Eleanor Newton Oeser is retired from the New Jersey Bell Telephone Company, where she was employed as a business office supervisor.

**'46** Margaret Benton Smith has retired after 25 years of teaching. She is involved in various community activities and enjoying her three-year-old granddaughter. "I find great contentment in the closeness of family and friends," Peggy writes, "and have al-

ways maintained that one of the greatest benefits of attending Washington College was the development of friendships." She and her husband, Kirby, keep in touch with Dick and Peggy Steffens and Bob and Betty Ruff. They hope to hear from Bliss and Nobel Riedy when they return from Florida. "We all miss hearing from Frances Bartlett Harris," Peggy says. "Frances, where are you?"

**'47** Jim Emerson sold his Towson home last May and moved to a retirement community in Vero Beach, FL. Jim reports he is having a great time riding his electric three-wheeler and bird watching. Two of his brothers live nearby.

## All's Fair In Judge Rasin's Court

Many people approaching 70 years of age look forward to retirement. Not so Judge George B. Rasin, Jr. '37, a lawyer for 42 years, a former State's Attorney, and a former State Senator. "They're forcing me out," Rasin says with a smile. "The Constitution says I have to go."

After 27 years on the bench of the Second Judicial Circuit of Maryland, Judge Rasin '37 is stepping down on May 27, one day before his 70th birthday. Since graduating from the University of Maryland School of Law in 1941, the retiring judge has witnessed a sweeping change in criminal law. Throughout the years, there has never been a doubt that his courtroom was Rasin's domain.

His control of the courtroom was put to the test most brusquely about 10 years ago in a case against a fellow lawyer. The defendant was accused of attempting to bribe an assistant state's attorney and, the native Kent Countian recalls, he had hired a big-gun lawyer from the city, who tested what he thought were judicial backwaters and found them icy. He and Rasin squared off, and Rasin held a tight rein. The defendant was acquitted (the jury thought the defendant wasn't any more of a scoundrel than the assistant state's attorney, says



Judge George B. Rasin '37

Rasin) —but there were no more theatrics in Rasin's courtroom.

Yet Rasin himself has done his share of improvisation. In 1966, when the Supreme Court issued its landmark *Miranda* decision, Rasin was presiding with two other judges over a murder case in Cecil County. "We didn't have a copy of the opinion from the Supreme Court, but it was rather extensively reported in the *New York Times*," Rasin remembers. "So we sent for a copy of the paper and that was the basis of our reading the law as it applied to the issues of the case at hand."

When there is no precedent, Rasin attempts to set one by following his own sense of right and wrong. He has no soft spot for "heinous criminals" and believes they should make fair restitution to their victims. In a case involving the rape and murder of the mother of two children, Rasin sen-

tenced the defendant to two consecutive life sentences. Then he suspended the second life sentence and stipulated that when the defendant was released from his first sentence—in 12 to 15 years—he contribute 40 percent of his income for the care of the two motherless children.

Not only did the defendant win an appeal of that sentence (the Appellate Court denied Rasin's authority to make that provision), but the children's father objected to it, saying it put his children at risk.

Rasin does not take personally the Appellate Court reversals of his decisions. "I have never hesitated to do things that have been considered innovative," he says. "In many cases I felt that changes should be made in the law, and the Appellate Court rulings gave answers to questionable situations."

"In a case years ago," he continues, "I ordered indigent defendants to pay the Public Defender fees. That was quite unheard of then, but the rules have changed now and today a judge must order restitution to the State for Public Defender fees. You might say I've often been ahead of the times."

Rasin may be leaving the bench, but he's not leaving the law. He may work part-time as a settlement judge for the State Judiciary and might just hang out a shingle on Lawyers Row in Chestertown. "I told my wife not to order my rocking chair just yet."

**'48** Thomas C. Hopkins, Jr., an environmental scientist specializing in water quality monitoring for the State of Maryland, has retired. He is now president of the Free State Flyfishers Club in Annapolis, and is looking for new members. "Anyone interested?"

**'49** Louis E. Smith retired last year from Salisbury Steel Products, Inc. after 35 years as comptroller. Louis and his wife spent January in Florida and February in Texas and Mexico, traveling in their motor home. Louis says he is looking forward to attending the Summer Institute at the College this coming June.

**'51** Eddie Leonard, Jr. has been selling real estate and traveling since his retirement from Weyerhaeuser. Eddie is a sales associate with Century 21 Metro Group, and saw Don Duckworth '51 at the Century 21 convention in Orlando in March.

**'53** Dorothy Leverage Petroulas is a public health consultant with the New Jersey State Department of Health, specializing in home health and hospice care. She is the mother of three children—twin girls, Susan and Christina, 26, and James, 23. She and her husband are busy with home renovation and with Band Parents, a high school booster club.

Edward S. Williams is president of Financial Security Services, Inc., a financial planning practice, and is also a registered investment advisor. He served in the U.S. Navy for 20 years and then started a second career in insurance, investments, and financial planning. The father of nine children, Edward says he is "working, growing, serving, and loving one day at a time."

**'54** Robert Lipsitz has been a program analyst with the Department of Defense for 25 years, and has two grown children. Robert is vice president of the College's Alumni Council and a class agent, and says he "can still be found at a lacrosse game every chance I get."

**'56** Charles P. Covington was named vice president of Complex Systems/Government Operations at Unisys. Chuck takes on the accountability for the government products division, providing complex systems



Sue Duckworth '51

## *Making Small Businesses Feel At Home*

When Susan Horn Duckworth '51 needed to hire an employee a while back, she "hired a woman with no office experience—but she'd been a kindergarten aide. The skills she'd developed handling the demands of 28 kindergarteners were exactly the ones she needed."

Duckworth wasn't surprised. She traces her own success at her current job to "the skills I learned as a homemaker with a family of four, moving from city to city." In fact, her peripatetic life kept her from finishing the baccalaureate degree she'd started at Washington until 1980 (when she put together credits accumulated over the years to complete an external degree program at Thomas Edison College).

For the past two years, Sue Duckworth has been with Executive Suites Inc., a firm that leases office space in three South Carolina cit-

ies. "We take old buildings and restructure them," she explains, "then lease the space to what are basically single-person businesses. Each tenant gets, in addition to a private office, use of a common reception area, a conference room, and other support services.

As executive vice president of the firm, she oversees an 18-person staff managing five buildings in Charleston (where the firm is based), Columbia, and Greenville.

Asked how she got the job, Duckworth cites experience and being in the right place at the right time (she was a tenant in one of the first buildings renovated by the firm), then adds with a laugh, "And my daughter recommended me." Her daughter, Kim Duckworth '73, is vice president of operations for Capital South.

When she's not at Executive Suites, Sue Duckworth spends "a lot of time working with a shelter for the homeless here in Charleston—the Charleston Interfaith Crisis Ministry." The shelter, which recently received a HUD award, includes a soup kitchen and a clinic, as well as shelter space for 150 people. As vice president of the shelter's board, she set up the volunteer program and says, "Volunteers basically run the shelter."

She's also on the local YWCA board and teaches a course at her church for which, she says, "as the parent of four children [and now the grandmother of two], I'm eminently qualified: Parenting Through the Stress Times." And she enjoys life in Charleston: "Living in a city that's on a peninsula, with water all around you, reminds me a lot of Maryland—my roots are on the Eastern Shore."

and integrated systems solutions to the federal information systems marketplace. Chuck joined Sperry in 1960 and has been based in Philadelphia for the past 15 years. His promotion will take him to Washington.

Barbara Mershon Reed is teaching full-time after an 18-year hiatus. While she was raising three children (Pamela, 18, Valerie, 14, and

Douglas, 11) Barbara was involved in volunteer work, substitute teaching, and church committee work. For five years she was church choir director.

**'57** James D. ("Dixie") Walker is general manager of the Houston Dynamos professional soccer team. He is directing a soccer development program that includes



coaching, conducting coaching clinics, scouting players for college scholarships, and "generally planting the seeds for a new national professional soccer league."

'59 Judy McCready Yoskosky is a partner in an insurance agency and a part-time instructor at Westmoreland County Community College in Pennsylvania. She is a tutor for functionally illiterate adults through the local Literacy Council, work she finds "very rewarding." She and her husband recently returned from a long-awaited ski trip to Innsbruck, Austria. "The weather was poor for skiing, but the trip was exciting—can't wait to go back!" She and her husband have three children—Jeffrey, 24, Jamie, 21, and Christopher, 18.

'60 Virginia Gilmore Collins took an M.S. degree in library science in 1961 and is now working for a teaching certificate at the University of Maryland while working as a media assistant at Poolesville Junior/Senior High School. She and her husband, David '61, have a rental beach house on Outer Banks, North Carolina, and she is active in the American Association of University Women. David, after 20 years with ComSat, changed jobs and now works for Hadron KPD. They have two children—Cynthia, 21, and Sara, 17.

E. F. ("Sandy") Sandison has been named director of governmental affairs for the Riverside region of the Building Industry Association in California. Sandy, a realtor, will be working on and monitoring issues affecting the building industry in Riverside County. He previously served as legislative advocate for the county's Real Estate Council, and in 1985 he hosted a real estate talk-show.

'61 Robert R. Emerson practices dentistry in Gaithersburg. On weekends Bob rebuilds antique Ford automobiles, and in the summer months he enjoys boating on the Chesapeake Bay near Solomons Island. He has two children—Robin, 23, and Scott, 21.

'62 Joyce Walmsley Pepper is a school psychologist with Indian River School District and Cape Henlopen School District in Delaware. She is

active in many school, community, and professional organizations, "especially U. S. Congressman Tom Carper's campaigns." She is the mother of two—Regina, 20, and Allen, 15.

'63 Lynnda Whitlock Johnson is a part-time supervisor of field enumerators for the Maryland/Delaware Agricultural Statistics Service. On recent visits to Chestertown, Lynnda has noted how much things change and how much they stay the same. "Things like curfews for female students and locked dorm doors are part of the past. It's refreshing to learn that WC students still go "tray riding" in front of the Hill Dorms when it snows." Lynnda says her brother-in-law, David Johnson '64, is living and working in St. Petersburg, FL, and spends his weekends sailing to the Bahamas and the Tortugas.

'68 Richard Jackson is an attorney-at-law, "the sole practitioner in Elkton." His daughter Laura Lee was born in January 1986.

'69 Bill Goff is president of Bill Goff, Inc., a sports graphics publishing company in New York which "also engages in corporate consulting with regard to sports art and dealing in sports art." Bill says he is feeling younger now than he did in college: he runs 25 miles a week and plays basketball. He has been married 14 years to Betsy Kagen Goff, an attorney specializing in sports television. They have attended the last two Olympic Games and plan to be in Calgary for the next one.

David C. Shumway works for Career & Employment Services at Dartmouth College in New Hampshire,

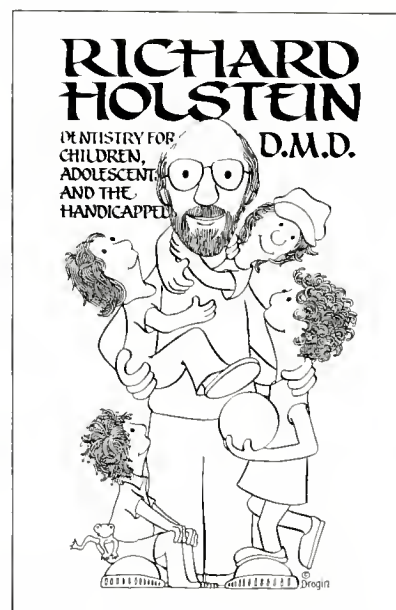
## Dr. Holstein's Neighborhood

When the Winter 1986 *Reporter* solicited alumni for Class Notes with a "What's Up, Doc?" coupon, we had no idea how close to home our opening scenario would strike Richard Holstein '68.

"That shy fellow who sat in front of you in Biology class," we hypothesized, "is now a pediatrician who wears a clown nose to make his patients laugh."

Holstein, a pediatric dentist in Princeton, New Jersey, wrote to say that he *does* wear clown noses for his young patients, as well as a variety of hats with moving parts—clapping hands, flapping bird wings, wiggly dog tails, and floppy ears. The comic dentist says that the key to pediatric dentistry is keeping the patients off guard. "If you can keep them distracted long enough," he jokes, "you could probably give them a lobotomy without them knowing it."

Appealing to today's kids, Holstein also uses videos as both distraction and learning tool. Each dental chair is equipped with a TV screen showing everything from *Winnie the Pooh* cartoons to *Star Wars*. And Holstein is developing laser-interactive video educational



software for his office's Macintosh computer, so patients can learn through participation about good brushing techniques and healthy eating habits. When questions pop up on the computer screen, kids touch the screen to answer. The retention rate is 85 percent, he says, compared to about 15 percent retention for oral instructions.

It's an unusual way to practice dentistry, Richard Holstein admits, but it's good for business: "People come from all over—and I made the cover of *Muppet Magazine*."



Becky Hainsworth Kirwan '70

## An Important Chapter In Life As A Zeta

Say "sorority" and whatever image—rush parties, pledge pins, prom queens—comes to mind, it is probably linked to campus life. But for many, their sorority's brand of sisterhood is powerful enough to keep them involved after graduation.

Becky Hainsworth Kirwan '70 is such a woman: In fact, she's in the middle of a two-year term as national president of Zeta Tau Alpha. The fraternity (its official name, though it's most often called a sorority) is not a small group. There are approximately 12,000 collegiate members, in 150 chapters, and 93,000 alum-

nae, in 250 geographically based chapters.

Active as a student (she was her chapter president at WC), Kirwan says that she became involved as an alumna "as soon as I graduated." She started by supervising the WC chapter, then worked with other students and alumnae in Maryland and Virginia. Next came a fundraising drive to build an international office (located in Indianapolis, it has international status because there's a ZTA chapter in Canada).

As ZTA president (it's a volunteer post), Becky Kirwan, who lives in Aurora, Colorado, with her husband and their 14-year-old daughter and 12-year-old son, puts in a 40-hour week. She travels "at least twice a month" to support what she calls her top priority as president: "programming for today's college women." That programming, she says, is a response to the decline in membership that sororities in general experienced during the Seventies.

"Sororities declined for a number of reasons," Kirwan says, "and if we could identify a reason, we made an effort to address it—programming was one." Taking advantage of the experts in their membership, ZTA alumnae have developed presentations (including videos as well as guest lecturers) on issues facing their student members.

One popular programming topic is eating disorders. Another is alcohol awareness. "We have a very strict alcohol policy that is coming up to a great deal of resistance," Kirwan says.

"We basically go along with abiding by the university rules and the state laws—but we are also looking for peer enforcement. Our chapters must have a mechanism for carding, for monitoring. They can't drink underage, they can't drink and drive, and they can't serve anyone who's drunk."

Programming for alumnae takes a different twist. Kirwan is particularly proud of an "alumnae network program that we've developed. Women need a framework for networking, and the sorority provides a ready-made frame."

How do people react when they learn that a woman 15 years out of college is working full time for her sorority? "They're not surprised," says Becky Kirwan, "and they seem to understand—until you get to, 'Does it pay well?' That's when they want to know why you do it."

The reasons, she says, are several: "I enjoy it more than the paying jobs I've had [for three years immediately following graduation, she worked for the Federal Reserve Board in Washington, D.C.]. You're given the opportunity and the challenge—and the responsibility—at an earlier age."

"Of course," she adds, "the expectations that you'll follow through are exactly the same as if it were a paying job."

In the end, much of her satisfaction comes from working with the "collegians": "I see in them so much of what I enjoyed when I was in college."

where he is manager of the Career Resource Library.

**'70** Peter C. Herbst is a law partner at Febroriello and Herbst, now the largest law firm in Torrington, Connecticut. Peter's practice concentrates on residential and commercial real estate sales, acquisitions and development, and bank and broker representation. He is a member of the executive committee of the Real Property Section of the Connecticut Bar Association and is an adjunct instructor in real estate law at the University of Connecticut.

Dean G. Skelos was reelected State Senator for New York last November.

Barbara Moore VanZandt is a school counselor at Riverside Junior High School in Springfield, Vermont. This year Barbara designed a 9-week course for 6th graders dealing with relationships, stress, death and dying, human sexuality, substance abuse, and personal safety. "We do everything from a field trip to a funeral home to a short course in self-defense," she writes. Barbara also reports that she is having a great time teaching her two children (Annette, 6, and John, 3) to ride, swim, cross-country ski, and skate. The VanZandts have a 20-acre farm which is home to chickens, two ponies and a horse. They also "babysit" seven sheep every summer.

**'71** Marsha Millette Blann is a plastics specialist at Black & Decker Manufacturing Company in Easton, Maryland, recently promoted from quality control inspector. "I enjoy my job," she says, "and am trying to survive being a mother of three." Her children are Roland, 13, Lenore, 7, and James, 2.

**'72** Geoff Anderson did graduate work at Rochester Institute of Technology. He is vice president of ASAP Mailing Service in Bay Village, Florida, and is also chairman of the administrative board of St. John's on the Lake United Methodist Church. He recently received his lay preacher's license.



**'73** Elizabeth ("Betsy") Murray Barry writes that she is a "household technician" raising 2 and 1/2-year-old Patrick and one-year-old Caroline. Betsy also sends the news that Nancy Walsh '73 is currently training for the 1989 Alaskan Ideterod Dog Sled Race.

**'74** Terry Wood Commodore just moved to Plantation, FL, enabling her to "fulfill a long-term ambition—I'm unemployed!" Terry says she is available as a consultant on computer systems and database design. She and husband, Norris '73, and Ginny Smith Sacilotto '74 had their own version of Spring Break when Ginny visited in April. She and Norris have two children: Katie, 8, and Jim, 5.

Kathleen Ford Reynolds is a full-time student and mother, and a part-time volunteer in an elementary school classroom, where she works with students who have mild learning, emotional, and physical disabilities. She is pursuing her master's in professional education, special education at SUNY, Binghamton. She has two sons, Chase, 8, and Bryce, 6.

Christine Dirschauer Matteo is the automation project manager for the Ocean County Library System in New Jersey. She has an MSL degree and has worked for the Ocean County Library for 12 years.

**'76** William Gloersen works for the Nuclear Regulatory Commission in Marietta, GA. He earned his Ph.D. at the University of North Carolina.

Thomas J. Regan is vice president of Merrill Lynch in Morristown, NJ. "My most thrilling task in the last year has been as head coach for the Mendham, New Jersey Girls Div. IV soccer team," Tom says. "My 11-year-old daughter Tia was instrumental in leading them to first place in the Morris County Youth Soccer Association. My 1 and 1/2-year-old daughter Amy is still working on her basic skills."

**'77** Zung T. Nguyen recently moved from Wilmington, Delaware to northern New Jersey, and commutes to Wall Street where he is a product manager for an agency involved with securities trading. He and his wife, Catherine, have two

children—Matthew, 2 and 1/2, and Alison, 8 months.

Doug Errington is practicing dentistry in southern Maryland and plays soccer every week with Kit Erskine '72, Mark Dillon '79, and Mark Mullican '83. He and his wife, Linda, have a one-year-old daughter, Lauren.

**'78** Sandra Green DeVan is an account service representative in the marketing division of Blue Cross & Blue Shield of Maryland. She is expecting triplets this June.

Gordon S. Gorab has been promoted to assistant vice president of the installment loan department of Midlantic National Bank in Bloomfield, NJ. Gordon lives in Clifton with his wife, Christine.

Shelley Sharp is pursuing an MBA degree at George Washington University and says she recently returned from a three-week vacation in Santiago, Chile, where she visited with the Arrivillaga family. Guillermo (Mincho) '78, Pedro '79, and she celebrated the birthday of Alejandro Montero '79. "Can you imagine, four WC grads in Santiago, Chile at one time!" Shelley says she hopes to host a decade alumni party at her home in Bethesda this spring.

Dave Douglass is employed by the United Communications Group in Bethesda, Maryland as a publisher. He is married to Donna M. Harding and has two children—Katie, 3, and Eileen, 1.

**'79** Jack Upchurch, Jr. hunted elephants in East Africa on a 30-day safari last November. He and his family recently moved from Germantown to Wye Mills, and Jack is working on new business development for T. J. Rock, Inc. He has two daughters—Michelle, 4, and Amy, 2.

**'82** Christopher Beach received a master of arts degree in international affairs from American University. He is an international trade analyst at the U.S. Dept. of Commerce, in Washington.

**'83** Bob Coale has moved from Madrid where he lived and worked for two years to Paris where he is working

as an English teacher while studying for a master's degree.

Carol Baldwin McCollough is a natural resources biologist with the Office of Environmental Programs in Maryland, responsible for nonpoint source water quality studies in the Monocacy River and Chester River watersheds, and for investigations of fish kills statewide.

**'84** Laurie Betts, director of communications for the Home Builders Association in Towson, is working towards a master's degree in communications at Towson State University.

Polly White Butler has moved to Istanbul, Turkey, with her new husband, Dr. Francis Paul Butler. Paul is president of DESTEK, an international holding company.

## Deaths

Robert C. Pippin '23, February 22, 1987.

Alwood Curt Gordy '23, March 7, 1987.

Timothy Crowe '26, March 8, 1986.

Grace Culley Smith '32, February 21, 1987, Oakdale, MA.

Alice Johannis Clarke '42, January 30, 1987.

## Marriages

Martha M. Windsor '85 to Bradley S. Blose, January 31, 1986.

## Births

Katherine Bailey McDonald '68, daughter, Elizabeth Bailey, June 12, 1985.

Mark Devins '80, a son, Casey David, November, 1986.

Mary C. Van Tuyl Giorgis '81, daughter, Maaza Medheen, on January 16, 1987.

## Correction

Carol L. Baldwin '83 married Leland W. McCollough '82 on April 13, 1985. The date of that marriage was incorrectly given in the *Spring Reporter*.

# CURRENTS

## *Greed Or Need?*

*By Douglass Cater*

Life for the college president becomes more exhilarating, to say the least, when the Secretary of Education chooses to serve as the chief scold of higher education.

Just when we were on the roads again recruiting high school students for next autumn's freshman class, William J. Bennett renewed his onslaught by declaring that higher education is not underfunded but is "under-accountable and underproductive." He accuses us of the sin of greed. Talk about hitting an institution where it hurts.

Bennett does not differentiate between the large universities, which carry a lion's share of the nation's research, and the undergraduate colleges, which confine themselves mostly to teaching. Nor does he distinguish between Ivy League and the rest of us in a nation with about 3,300 institutions of higher education.

Harvard and Hopkins and Haverford can speak for themselves. For them, undegirded by heavy endowments, hurricanes hardly ever happen. They can thumb their noses at Secretary Bennett and not have to lie awake nights.

Let me instead testify for the other colleges, about half the total, with enrollments of less than 2,500, many flying that proud banner of organized knowledge, "the liberal arts."

Not long ago, we were considered an endangered species, caught in a cost squeeze that threatened either to change our mission or close our

doors. Mr. Bennett, then head of the National Endowment for the Humanities, exhorted us to make greater efforts to teach ageless values.

He certainly did not suggest at that time, as he does now, that federal government policy should "help make colleges and universities accountable to the prime beneficiaries of their services—the students." Instead, he seduced us with project grants that enabled us to eschew contemporary fads even though they might have been more popular and profitable.

Let us treat Washington College as a case study. The College's commitment to the liberal arts and the humanities has brought severe fluctuations of enrollments in periods when students—and their parents—have sought more bang for a buck from higher education.

We have maintained a fragile financial equilibrium and kept our doors open precisely because of the financial generosity that began with General Washington and that has been regularly renewed by alumni and friends as well as by corporate and foundation patrons.

Next year's students will pay in tuition only 56 percent of the funds required to operate the college. With room and board added, they pay \$2 out of every \$3 for current expenditures. Not one cent goes for large capital expenses as we renovate the old buildings and construct a new science laboratory center.

Why don't we produce a more cost-effective budget? To ask this question is slightly equivalent to asking why Chopin did not pare his *Minute Waltz* to 50 seconds or so. Washington College, like peer institutions, holds the ancient ideal that genuine education cannot be re-

duced to assembly-line techniques.

It takes time and it takes teaching—labor-intensive teaching. We enlist 60 full-time professors for just over 800 students. Despite our best efforts, our average faculty salary is below our national average for independent colleges—less than \$32,000 a year.

Is Washington College accountable? In 1982, the trustees commissioned a hard-nosed firm of financial analysts from Boston to prepare a five-year projection of revenues and costs. It showed that we were headed toward unmanageable deficits unless rigorous corrective measures were taken.

This past February, the board adopted a budget that will be stringently in balance coming year. Countless college boards across this country acted similarly.

America's colleges are constantly being tested in the competitive marketplace of student recruitment. Yet we cannot do business as if we were for-profit corporations.

When our venerable buildings get obsolete, we cannot tear them down simply for efficiency's sake. Nor do we manufacture disposable products that lose their value the minute they leave the showroom.

When Secretary of Education Bennett tells you we are greedy, ask him a question: Where are we stashing the accumulations of our greed? When we do turn up a surplus dollar, our highest priority is to deposit it in the college endowment.

Thus, we prepare for that rainy day when students and parents and patrons may possibly begin to take the Secretary seriously.

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